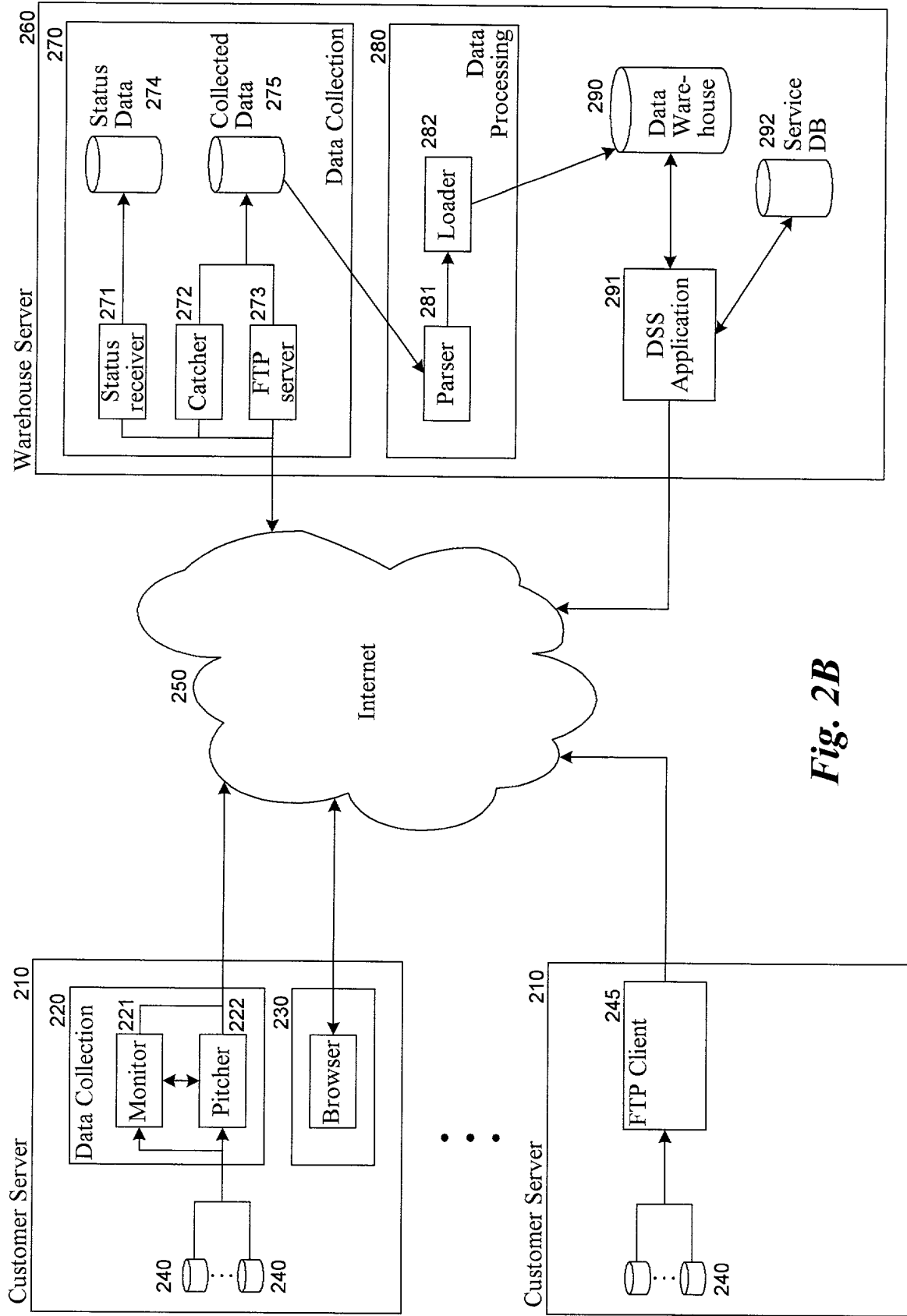


Fig. 1



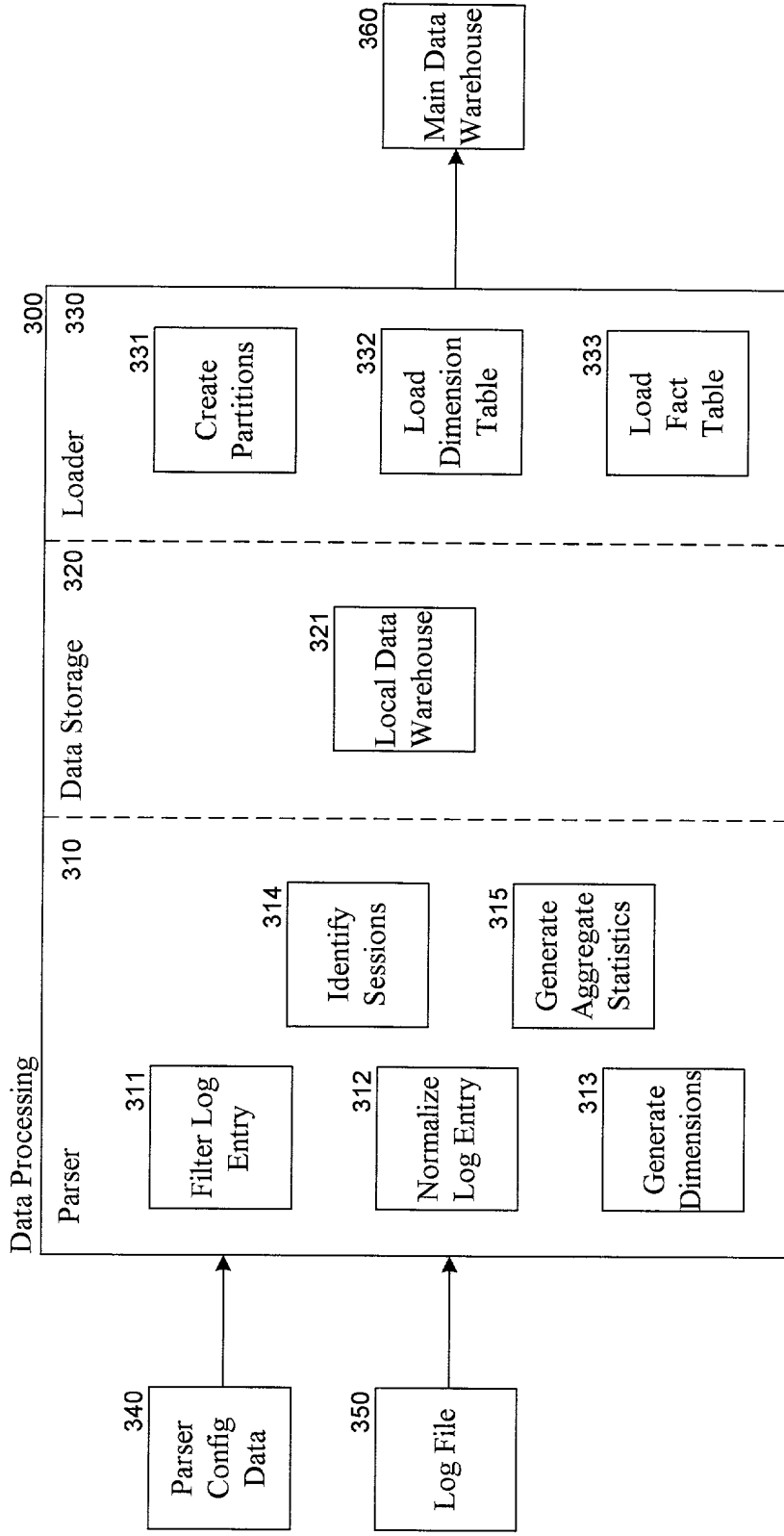


Fig. 3

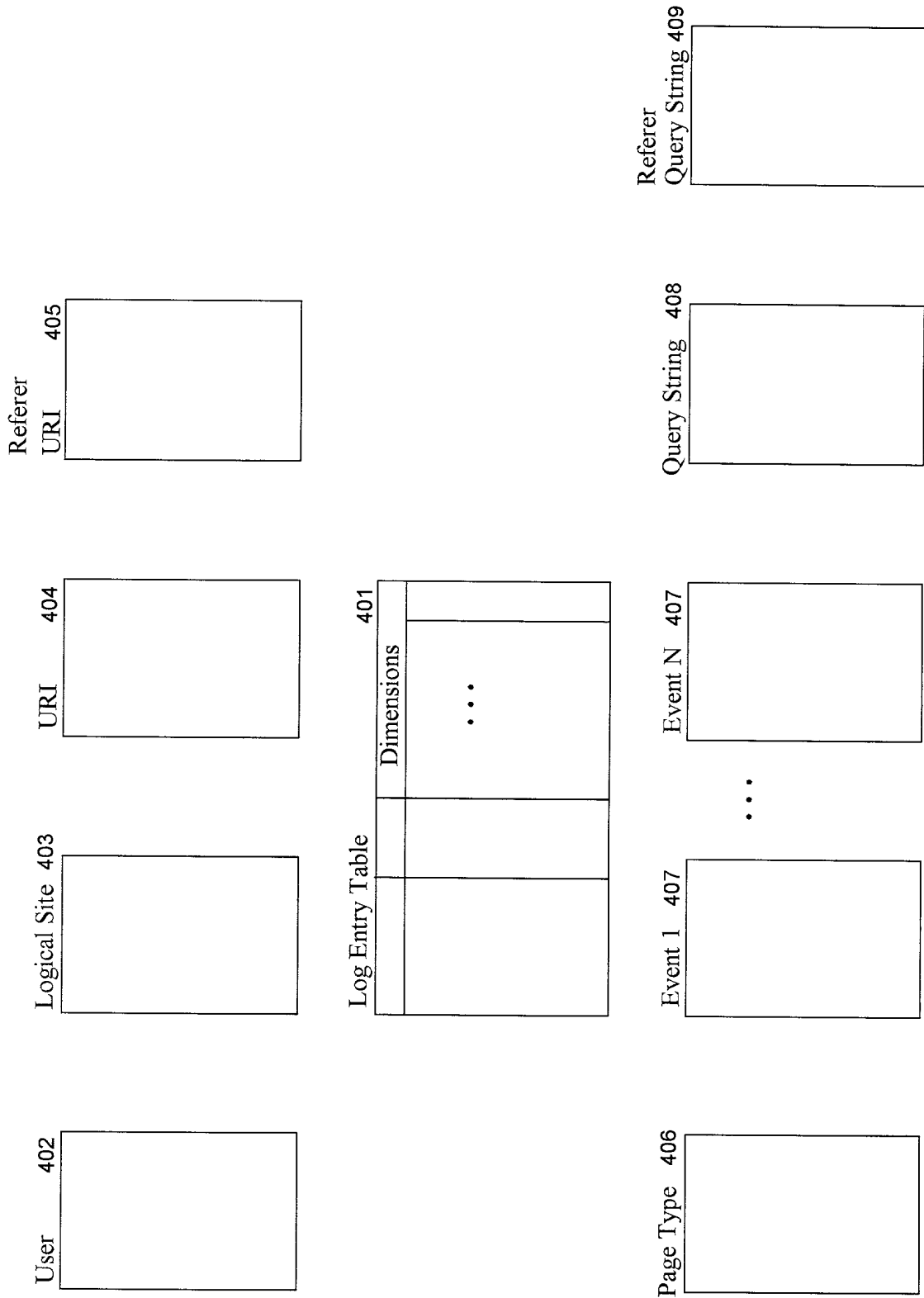


Fig. 4

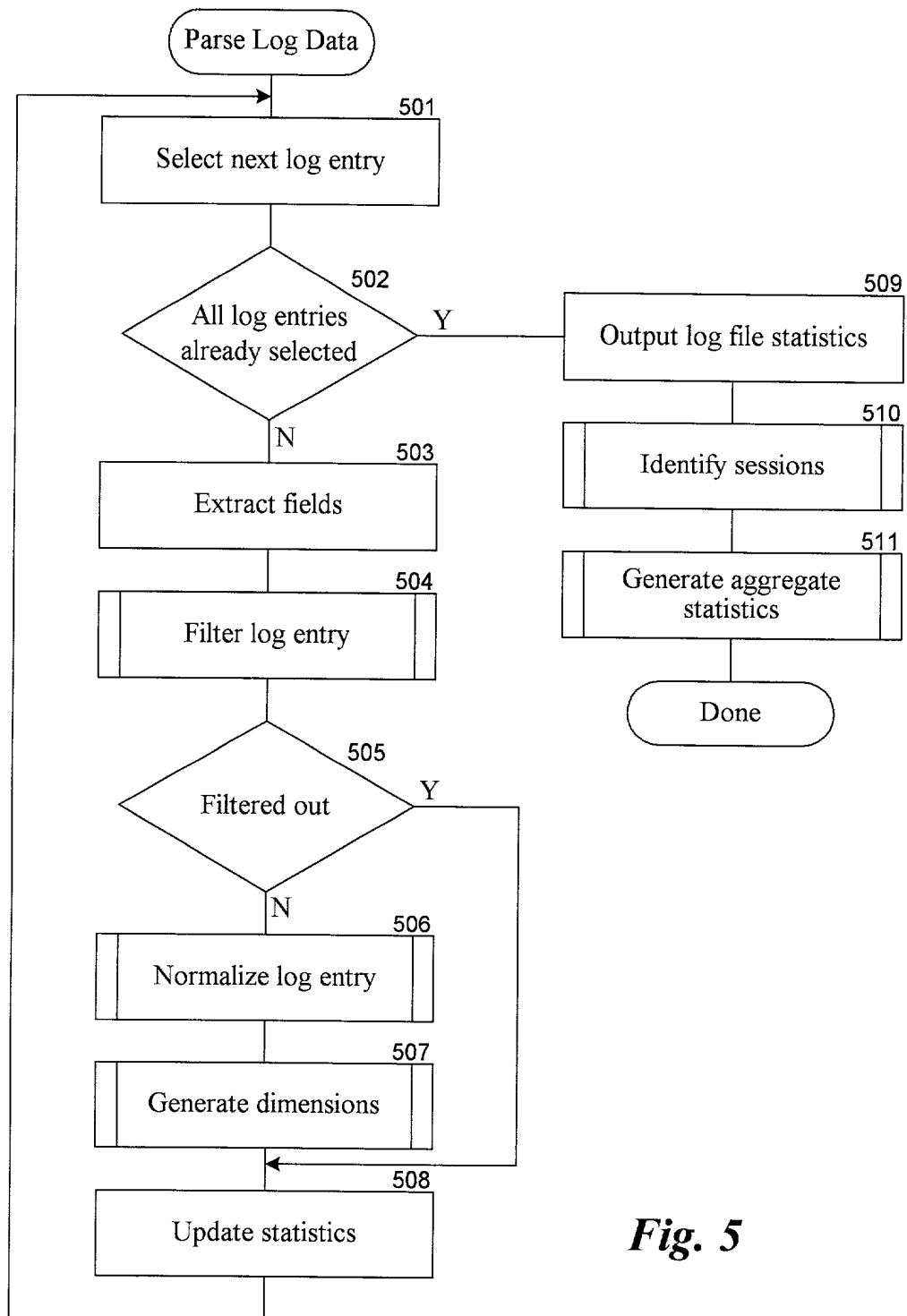


Fig. 5

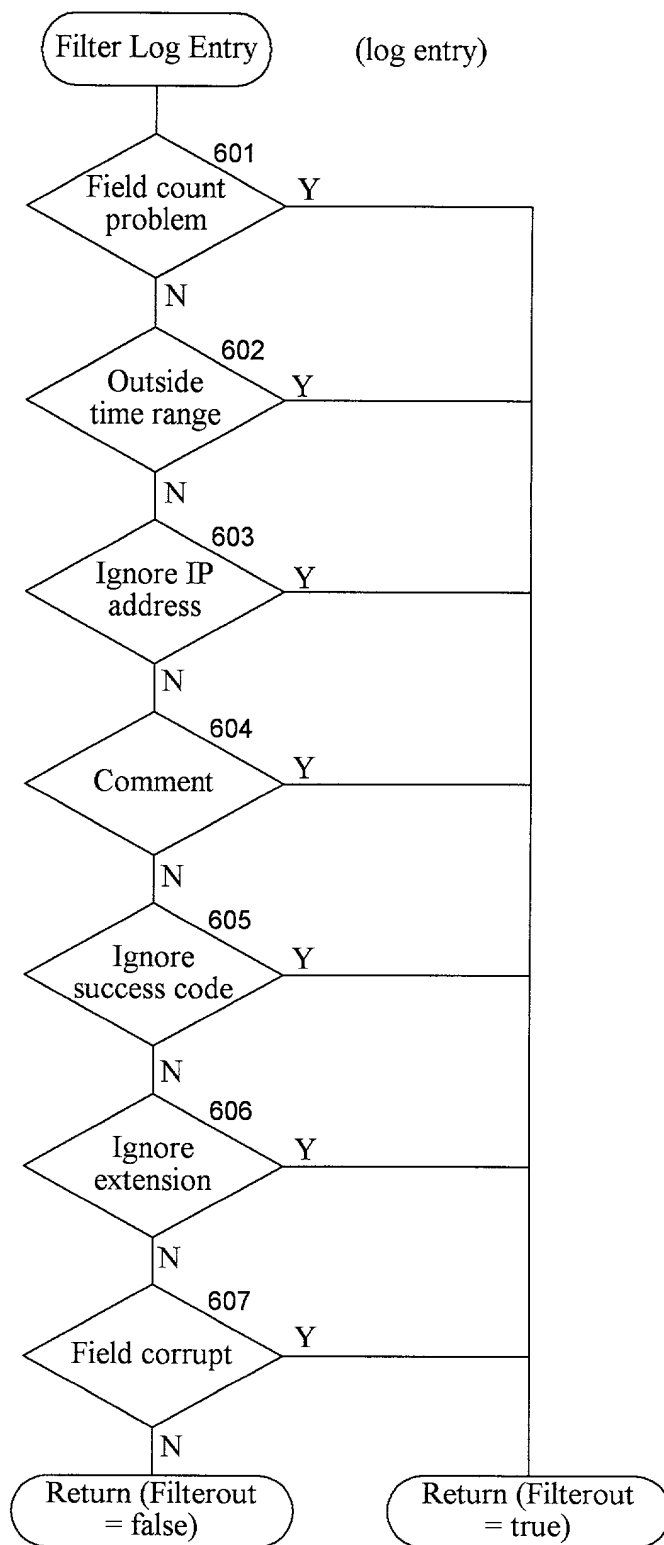


Fig. 6

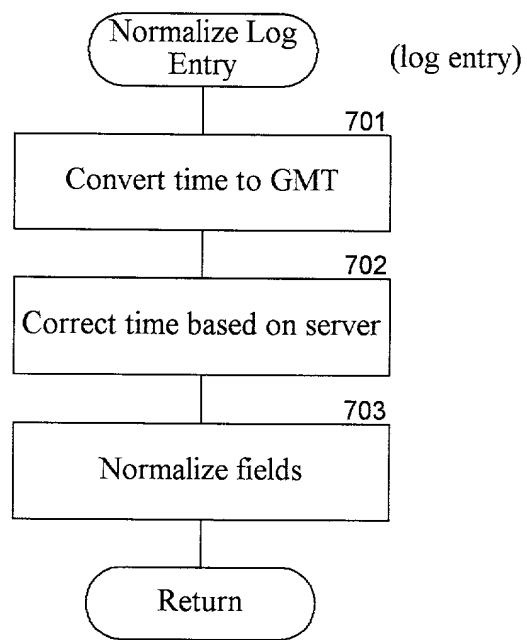


Fig. 7

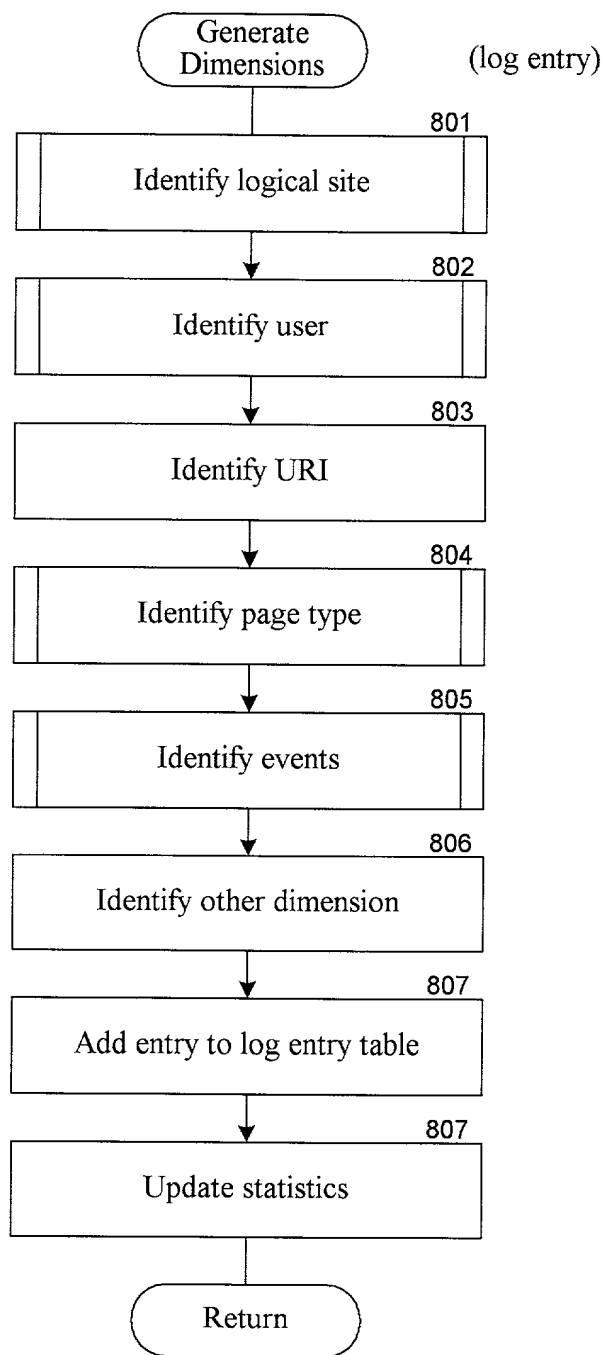


Fig. 8

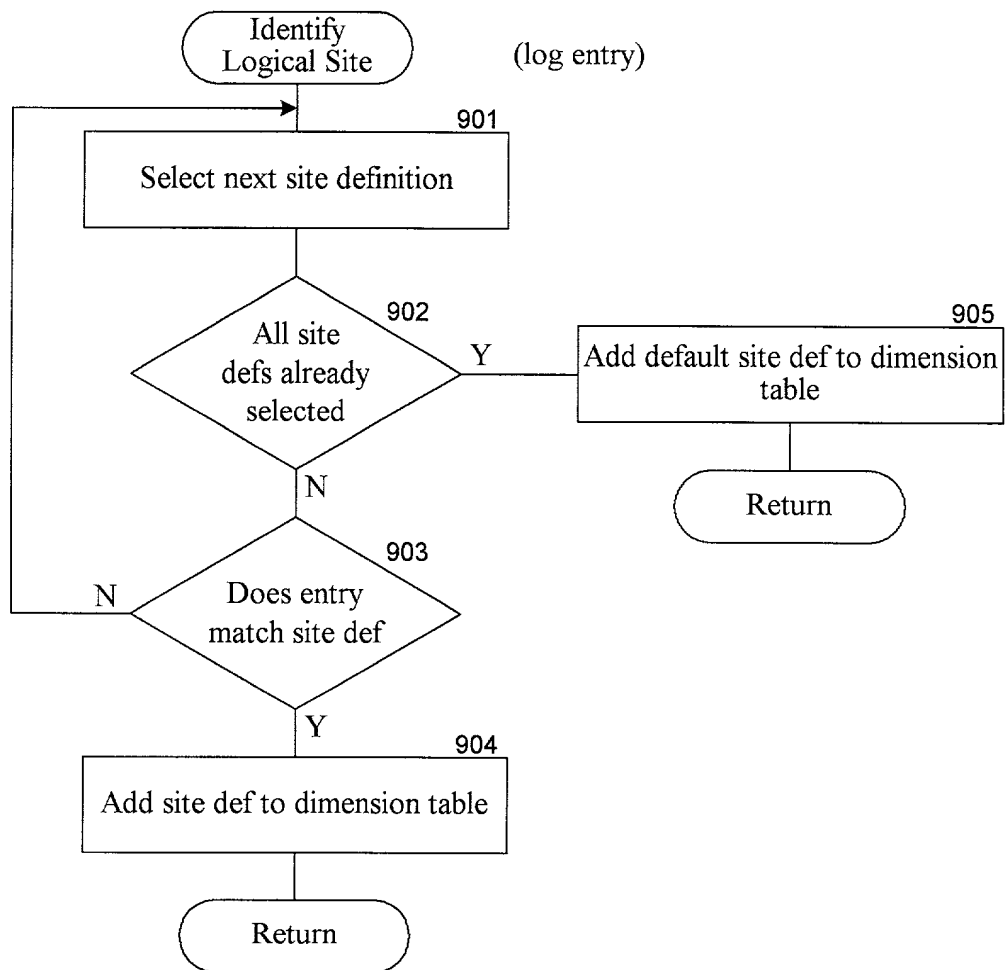


Fig. 9

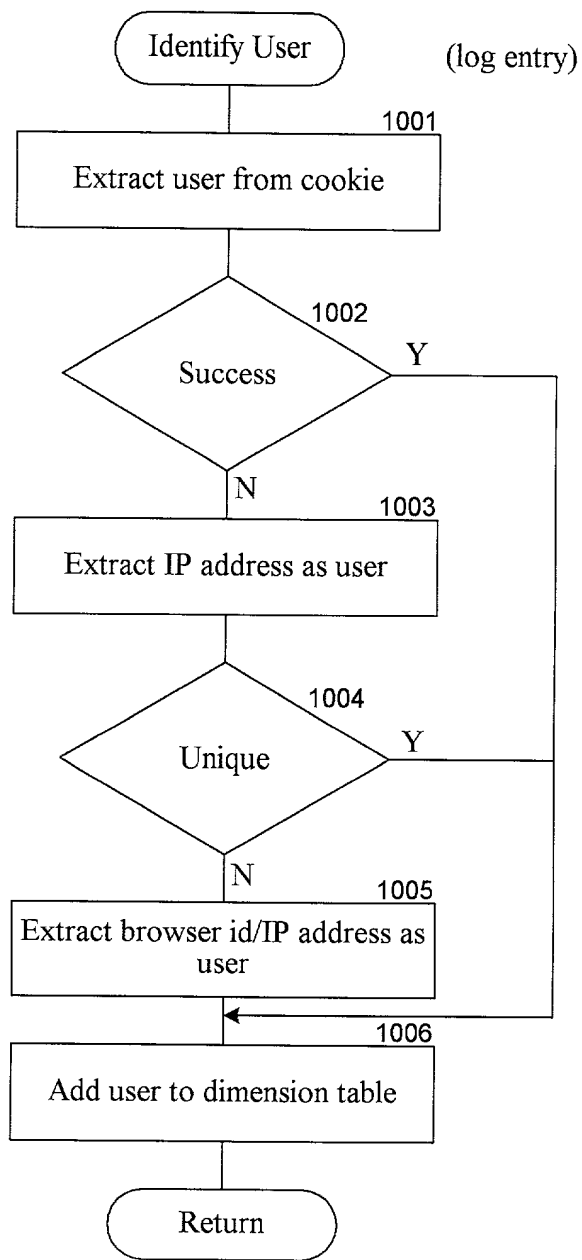


Fig. 10

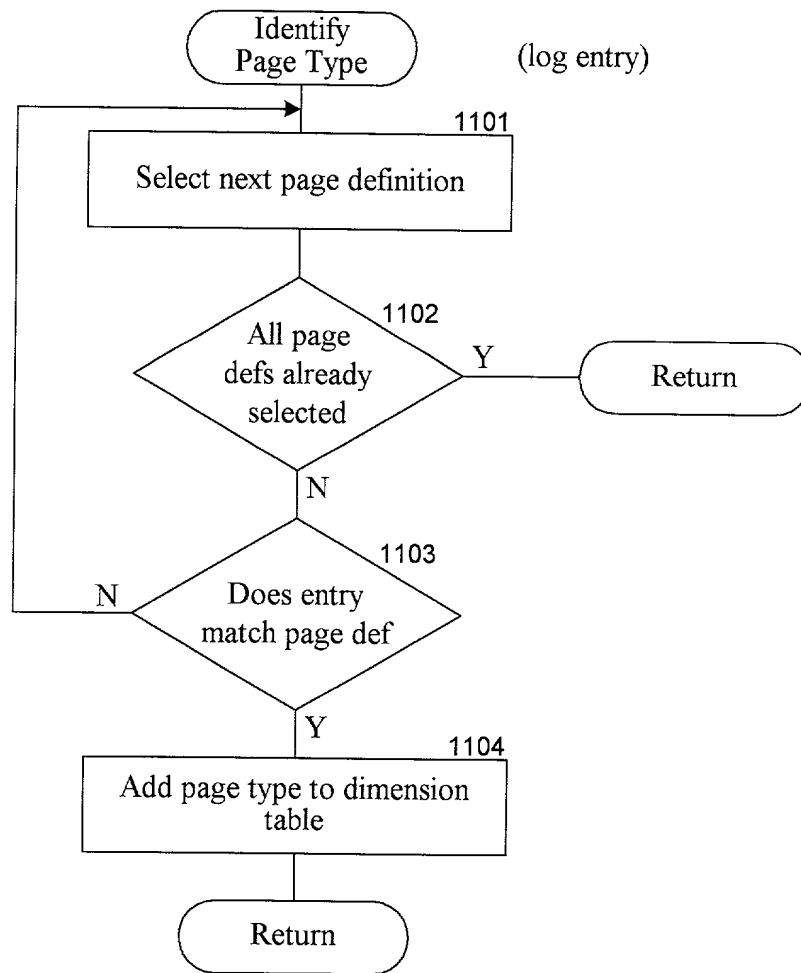


Fig. 11

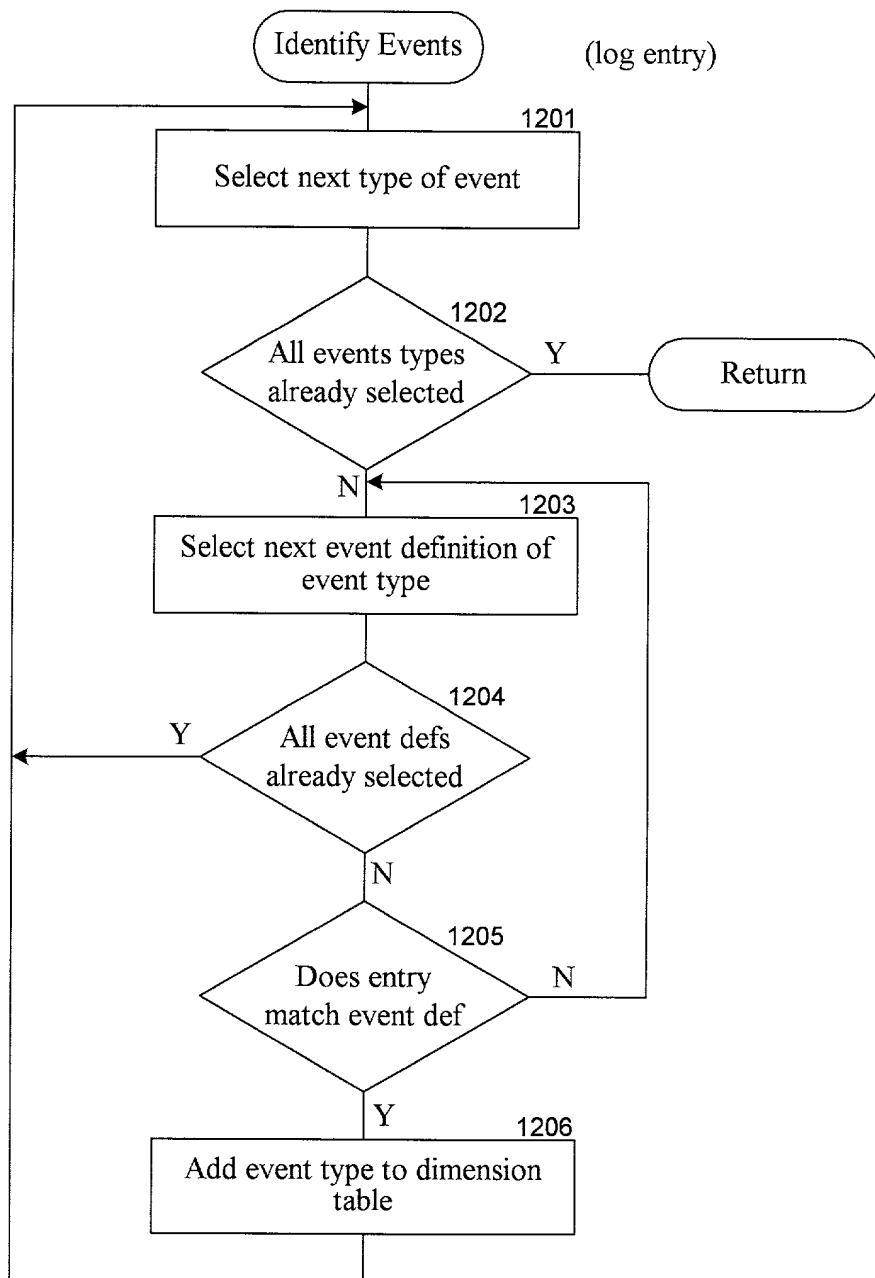


Fig. 12

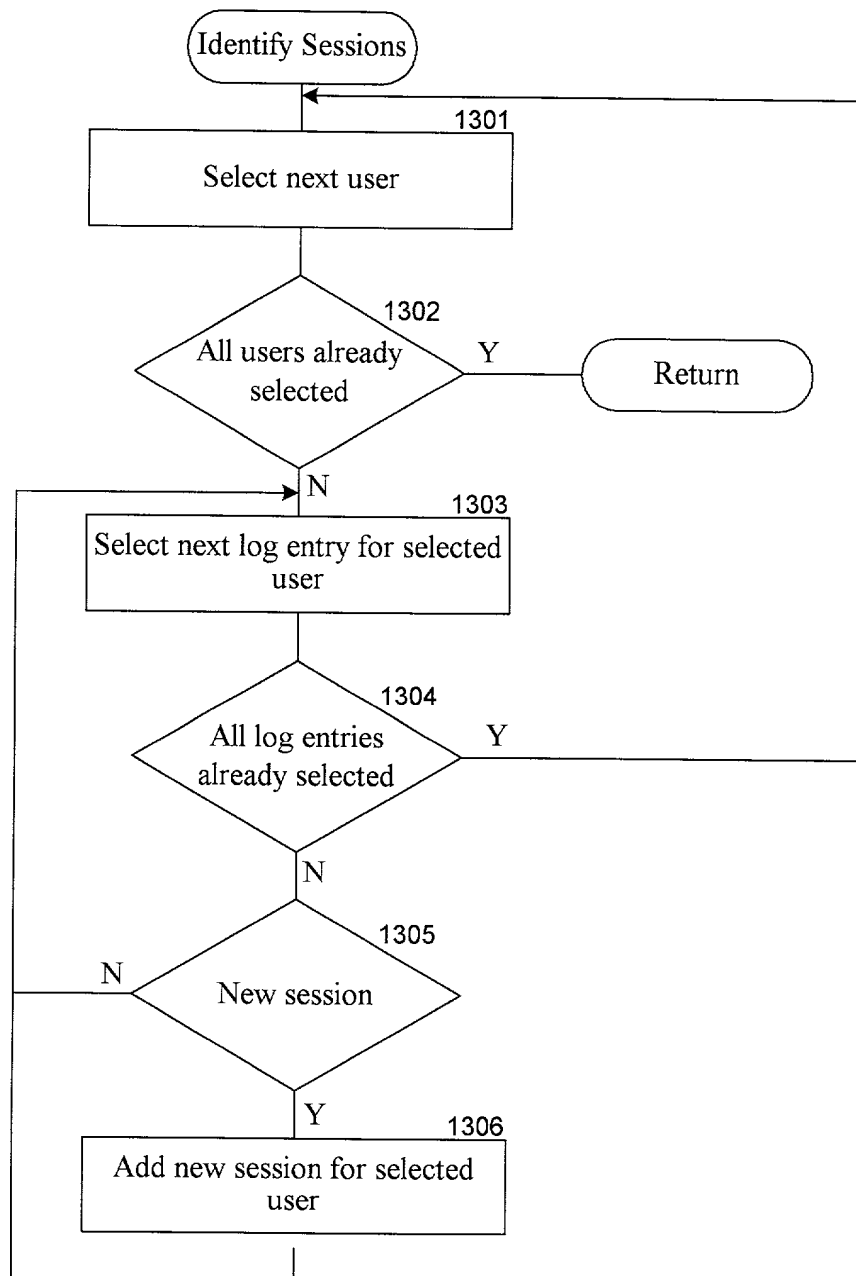


Fig. 13

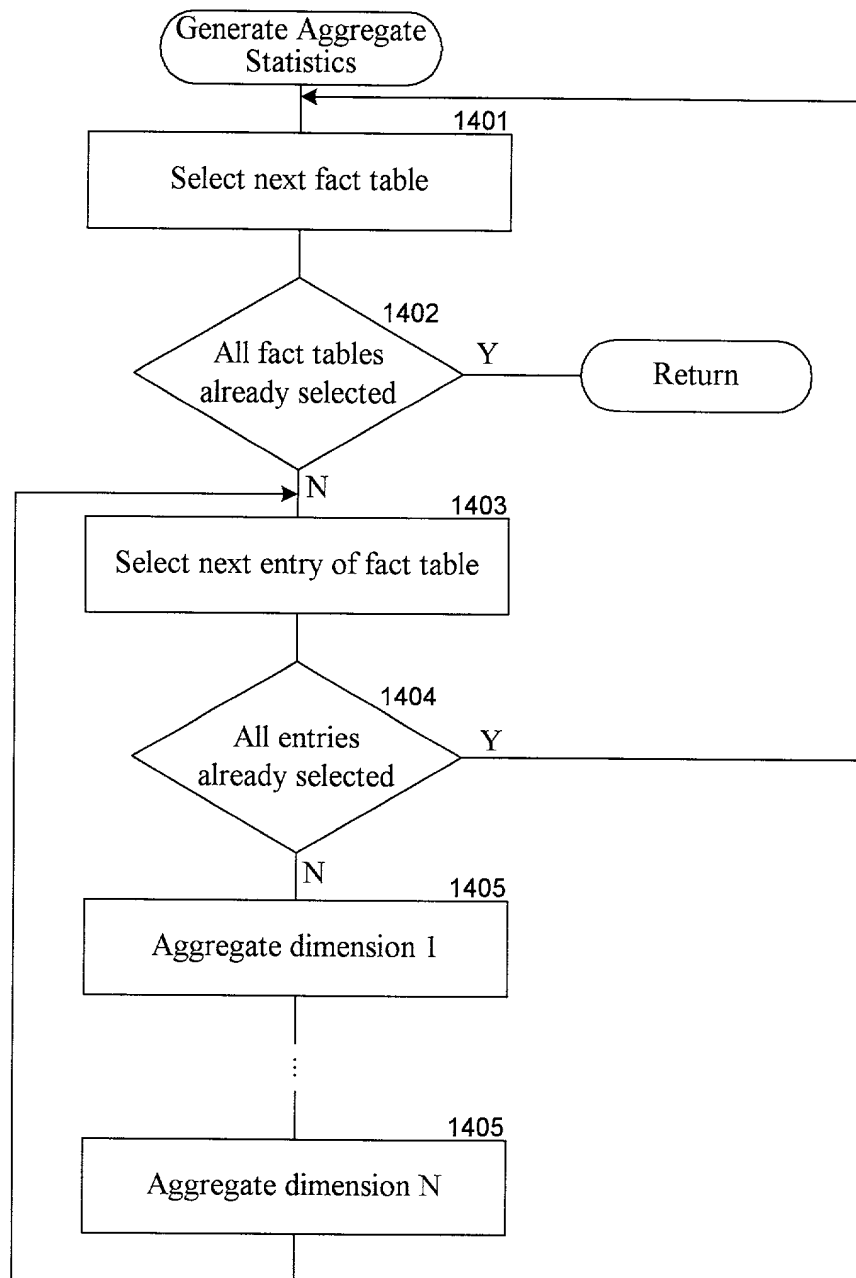


Fig. 14

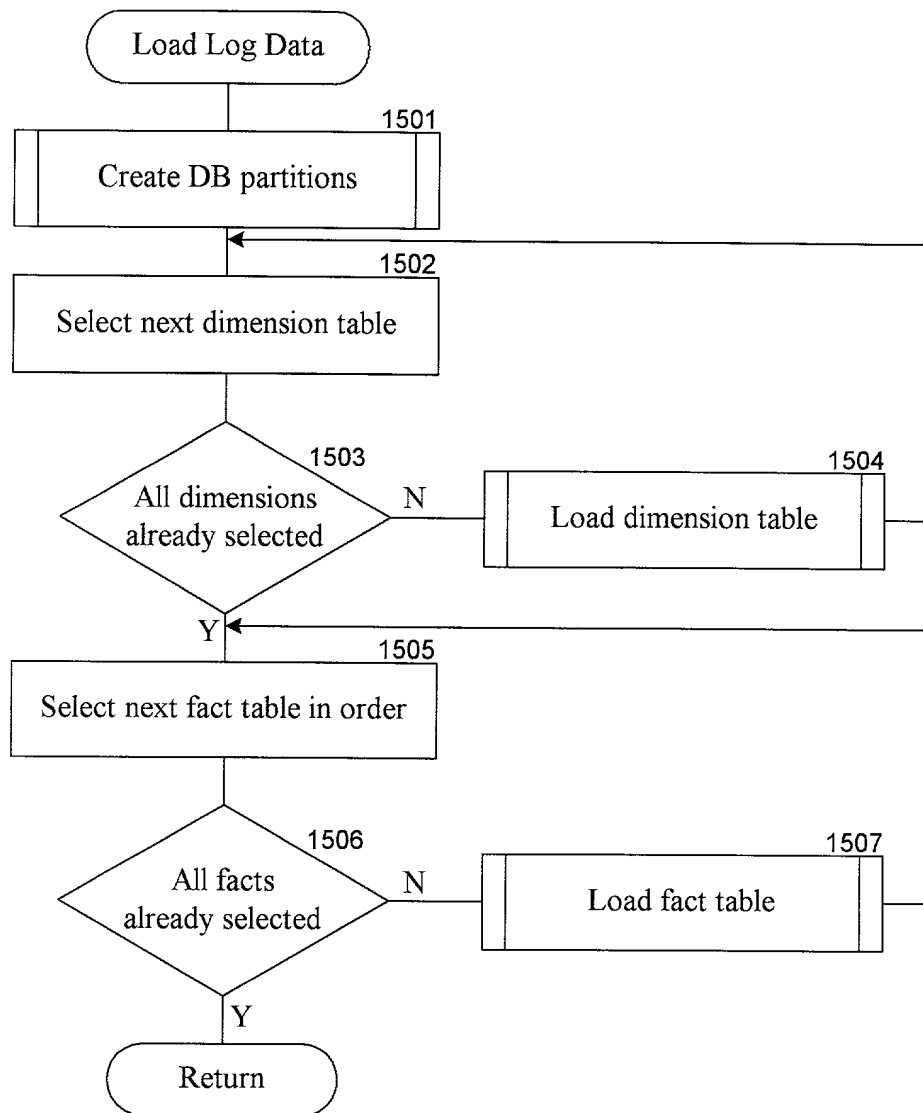


Fig. 15

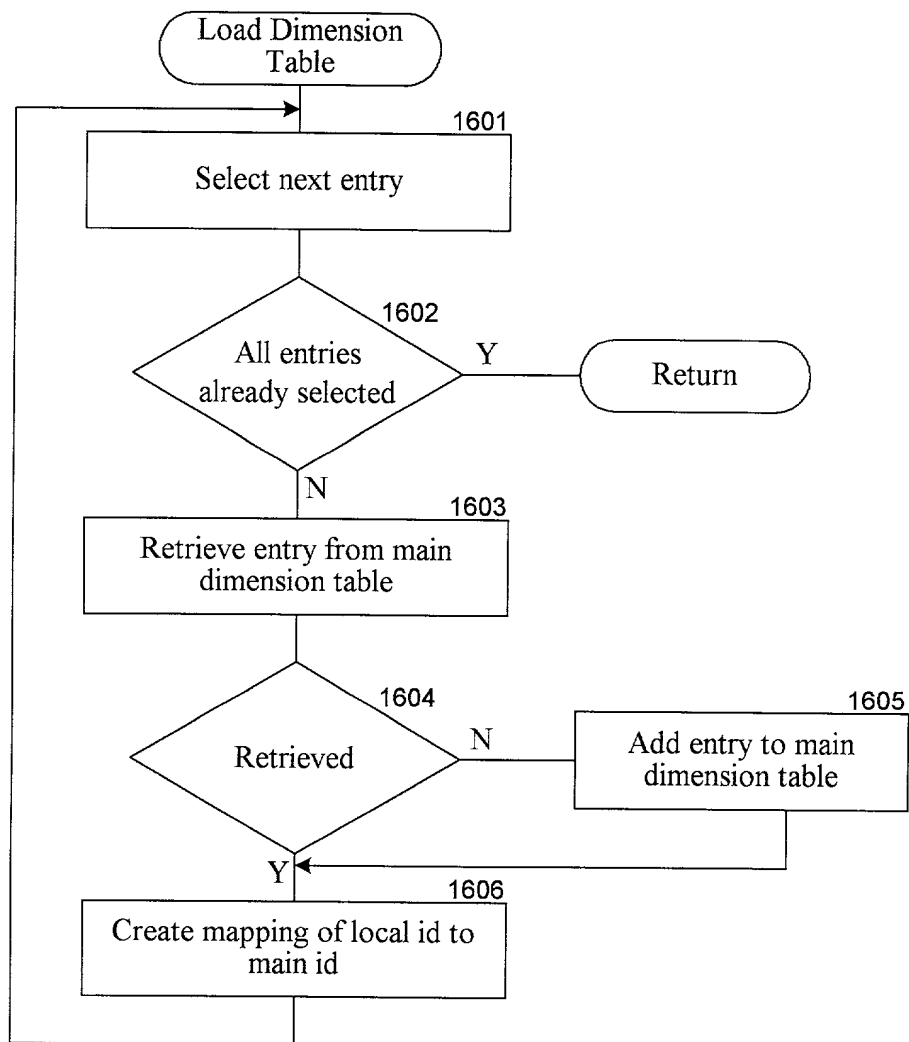


Fig. 16

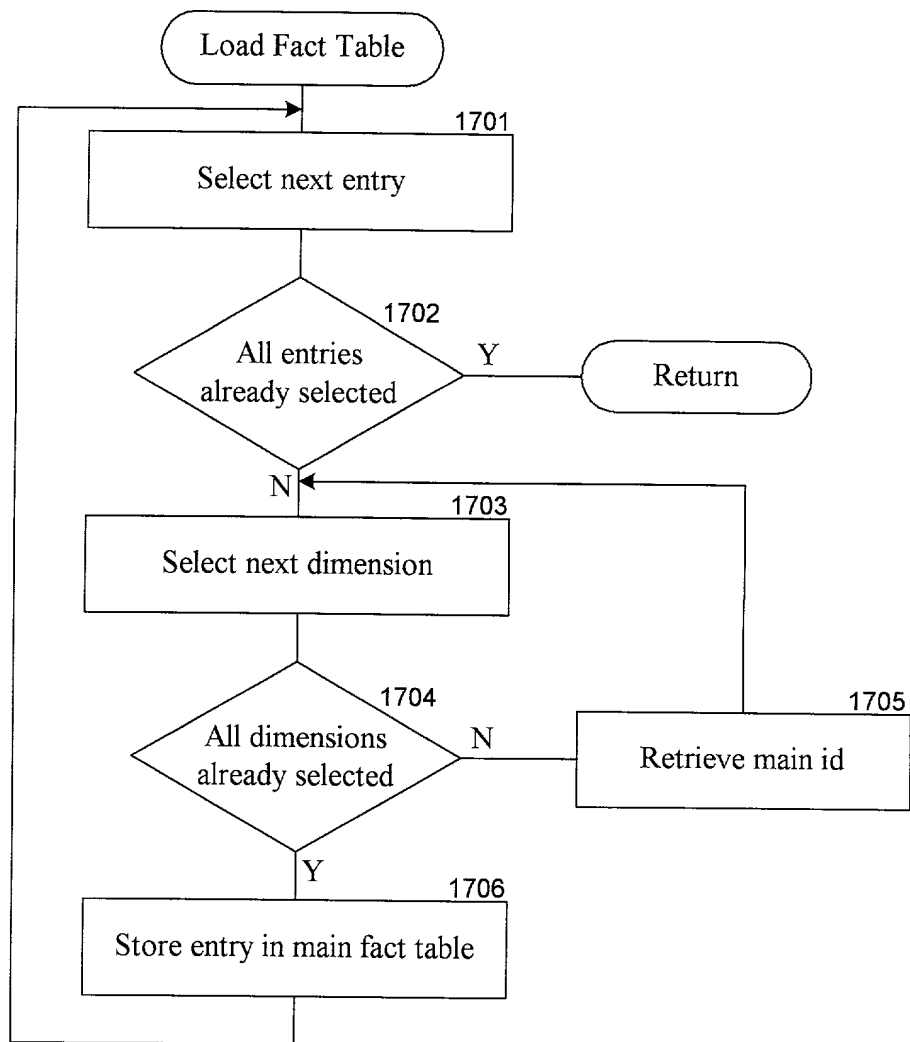


Fig. 17

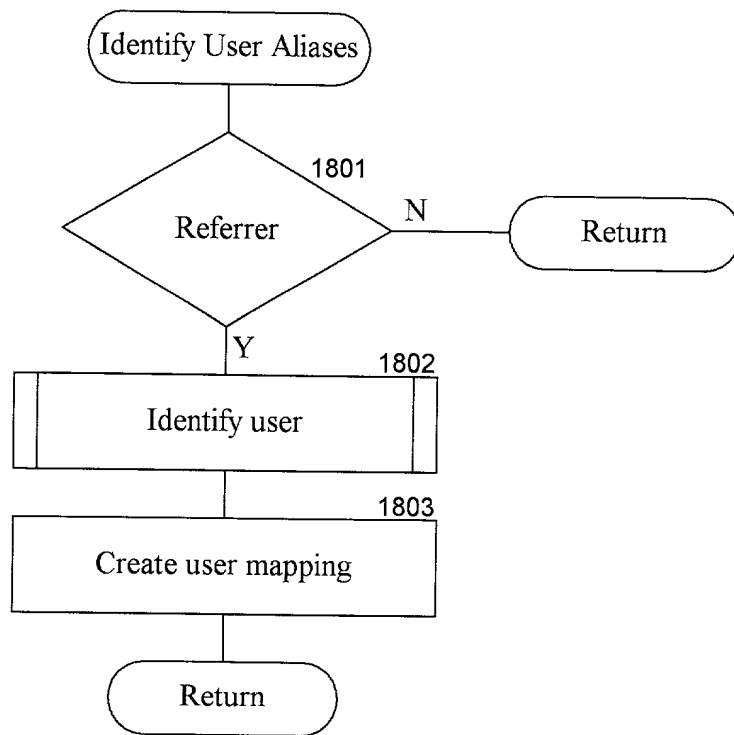


Fig. 18

Overview

digimine is setting new standards in the delivery of advanced analytics, data warehousing and data mining for eBusinesses. As an application service provider (ASP), we deliver a comprehensive, affordable solution that is quick to deploy and easy to use.

What truly sets digiMine apart from the competition is our ability to go far beyond today's web reporting services by using the most powerful data mining and personalization tools. By applying high-end data mining algorithms to the full range of click stream, user registration, product catalog, campaign and transaction data, we provide you with the most relevant business intelligence and the ability to take action with precision and speed.

digital marketing services include:

- 1, 1912
2, 1914
3, 1916
4, 1918

<http://www.digimine.com/services/>

Fig. 19B



[HOME](#)
[SERVICES](#)
[COMPANY](#)
[MEDIA CENTER](#)
[CUSTOMER LOG IN](#)

[Contact Us](#)
[How it Works](#)
[186-881-1116](#)

Overview

Building a comprehensive data warehouse is the first fundamental step in creating strong analytics and personalization. digiMine will take your data from multiple sources including click stream, transaction, product, campaign, and user profiles to create a robust data asset.

Our scalable data warehousing infrastructure enables us to build large warehouses that are capable of holding data for the most data intensive businesses, even those as big as the media matrix top 50.

1. digiMine Warehousing Services
2. 1914
3. 1920
4. 1914

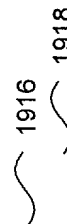
Overview

We provide opportunities for you through our various interactive programs, such as "Share Your Story" where you can share your experiences with others. You can also participate in our "Share Your Story" program, where you can share your experiences with others. You can also participate in our "Share Your Story" program, where you can share your experiences with others.

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<http://www.digimine.com/services/analytic.htm>

Fig. 19D


Overview

define applies advanced data mining algorithms to provide you with the most powerful analytics available. Our algorithms identify patterns in the data that can deliver new insight into your enterprise. These abilities, coupled with our interactive reporting interface, give you the intelligence you need to make timely decisions with confidence.

- Personalization
- Cross-sell and Up-sell
- Churn Management
- Affinity Analysis - Products, Content, etc
- Customer Segmentation

- 1.
- 2.
3. define Data Mining Services
- 4.

digiMine Data Enhancement Services Overview



Home Services Company Media Center Customer Log In

Service Overview

1924

Overview

digiMine's Data Enhancement Services are helpful tools that make your data more valuable and more usable. These services can also help you reduce marketing costs by correcting addresses and eliminating duplicates.

digiMine's Address Validation/Correction - digiMine can validate and correct customer addresses using information from the USPS. digiMine's address validation and correction services include National Change of Address (NCOA) Local Address Verification Service (LACS) and Delivery Sequence File (DSF) processing.

digiMine's Merge/Purge - digiMine can also merge duplicate and purge duplicates. This service enables you to eliminate duplicate records and records that may have the same address (householding).

* NCOA, LACS and DSF are trademarks of the United States Postal Service

- 1
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- 3
- 4 digiMine Data Enhancement Services

Fig. 19F

<http://www.digimine.com/services/enhancement.htm>

Service Benefits

2020 par la circulation de la pandémie de COVID-19, les
 entreprises ont dû adapter leurs stratégies de marketing
 pour répondre aux besoins des consommateurs. Les

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Figure 1

1. The first part of the paper is devoted to a review of the literature on the topic. It starts with a general overview of the field, followed by a more detailed discussion of the specific issues at hand. The author then presents his own findings, which are based on a series of experiments. Finally, he discusses the implications of his results and offers some suggestions for future research.

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the same time, the fact that the same person is the author of both the book and the article is a strong indication that the book is a work of fiction.

Fig. 19G



Unlock the Power of Your Data

Overview

If you're like most businesses, you are generating huge volumes of valuable data - data that can reveal the likes and dislikes of current and potential customers about your products, services and web site. Do you have the infrastructure and tools in place to turn your data into actionable business intelligence?

digMine, Inc. is setting new standards in the delivery of powerful analytics and personalization for eBusinesses. Our data mining services provide you with intuitive reports to understand customer behavior, marketing campaign effectiveness, sales trends, browse-to-buy conversion, customer segment identification and much more. digMine's data mining services also deliver predictive applications that give you the ability to personalize web content, cross-sell and up-sell.

digMine is the only true ASP (application service provider) for sophisticated data warehousing and data mining solutions. We go far beyond today's web-reporting packages by building a comprehensive data warehouse and by applying data mining tools to the full range of click stream, user registration, product catalog, campaign and transaction data. And our ASP model enables us to provide you with an affordable solution that is quick to deploy and easy to use.

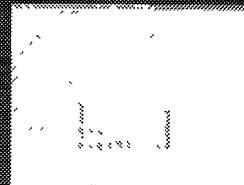
Service Benefits

Powerful data mining tools

Our data mining-powered reports provide you with unparalleled intelligence. We give you the tools you need to enable personalization that precisely targets content and maximizes up-sell and cross-sell opportunities.

Comprehensive data asset

We take your multiple sources of data and build a robust data warehouse for you - a fundamental step in extracting the greatest value from your data. Our scalable data warehousing infrastructure enables us to build customer specific warehouses that are capable of holding data for the most data intensive businesses.



digMine, Inc.'s reports provide actionable insight into customer behavior.

Do you know enough about your customers?

1. How many customers are in your target category?
2. How many were first time visitors?
3. Can you get a list of those new customers and send them a personalized thank you... the next day?
4. What are the top 10 most visited product areas on your site?
5. What products should you consider making "loss leaders" to attract new customers?
6. What are your top ten selling products or services? Have they changed in the last month?
7. How many shoppers go through your homepage per session?
8. Which marketing programs are most effective at driving new customers to your site?
9. Which customers are likely to "churn" and which are loyal shoppers on your site?
10. What is the expected "lifetime value" of your customer?

How many of these questions can you answer today? You're not alone if you can only answer a few. With digMine, you will be able to answer these questions and more.

Fig. 19H

Affordable

Our web-based ASP model allows us to deliver a powerful, high-end service that is efficient and affordable. Setup costs are minimal and do not require additional IT resources. Fixed monthly fees cover all expenses related to hardware, software, operations and reporting.

Easy to use

digMineSM Reporting Services are intuitive and organized to deliver relevant insight instantly. Our interactive reports allow you to customize your view of your analytics. And you don't have to be a statistician to understand your data.

Quick to deploy

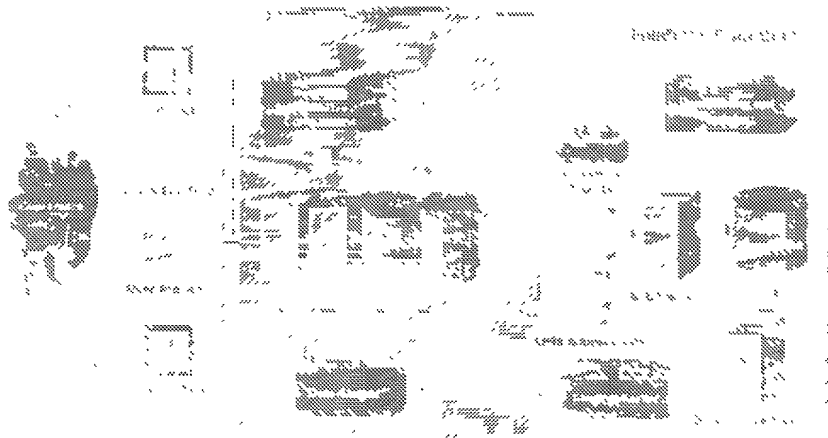
digMine offers the fastest time to deployment. In fact, a typical installation allows us to setup and begin daily reporting within a few days. In many cases, our customers have full analytics in less than 24 hours.

digMineSM Services do not require you to invest in additional IT resources, nor do we require you to deploy data tags. We simply install a digMine SlurperTM at your data center that encrypts and compresses your data for transmission at pre-determined times. digMine's SlurperTM is a simple piece of software that has the ability to pull web server logs and gather data from any OLE-DB-compliant database - from Oracle, SQL, DB2 and others. This process does not compromise your network security or require you to open your firewall.

Once your data is transferred to digMine's data center, it is parsed, cleaned and loaded into a secure data warehouse.

digMine then produces detailed and accurate reports that are delivered 24 hours a day, 7 days a week, 365 days a year. You can access your reports through a dedicated https connection using a standard browser. The reports are completely secure and require user authentication. In fact, as an administrator, you have the ability to set various levels of access permission for different business users in your company. Your data is also made available for export.

digMine provides data mining services for predictive applications. These predictive components give you the ability to personalize web content and cross-sell or up-sell products. Data mining components run in real-time on your web site or in batch applications, such as targeted e-mail.



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digMine
1125 Highland Way
Bridgeton, NJ 08003

1-800-896-1700

1-800-896-1700

www.digMine.com

Fig. 191

Take the Quiz

With the abundance of sites on the Internet today, it's hard to get customers and keep them. Let's face it, with in 20 seconds your visitors are gone. So, how do you get them back? The answer is simple. Create a quiz that is interesting, then there's little chance they'll return again.

How many of these customers came to your site yesterday? You can't alone if you can't answer a few. With digimine, you will be able to answer a lot of these questions and more.

How many customers came to your site yesterday?

How many were first time visitors?

Can you get a list of those new customers and send them a thank you the next day?

What are most visited products areas on your site?

What products should you consider making "loss leaders" to attract new customers?

What are your top selling products or services? Have they changed in the last month?

How many shoppers go through your home page?

Which marketing promotions are most effective at driving new customers to your site?

Which customers are likely to "churn" and which are loyal shoppers on your site?

What is the expected "life time value" of your customers?



Fig. 19J

How digiMine Works

digitalMaze Services do not require any additional investment in IT resources, nor do we require you to deploy data tags. We simply install a digitalMaze Data Surfer™ at your data center that encrypts and compresses your data for transmission at predetermined times. digitalMaze's Data Surfer™ is a simple software application that has the ability to pull user logs and gather data from any commercial database such as Oracle, SQL, DB2 and others. This process does not compromise your network security or require you to open your firewall. Alternatively, you can also send your data to us through a secure web transfer.

Once your data is transferred to digMine's data center, it is parsed, cleaned and coded into a secure data warehouse. We can also merge your data with other data and correct your data.

We're working on it to produce insightful analyses. These analyses will be used and displayed to you through interactive reports, so these analyses that are available 24 hours a day, 7 days a week. You can access your reports through a dedicated and secure environment using a standard browser.

Real-time data mining components (referred to as called from days ago as "operational independence") of the data mining tool to avoid any impact on the performance of the system. These can be run in real-time on your web server or in a dedicated server, such as a dedicated web server.

digimine Company Information

digimine

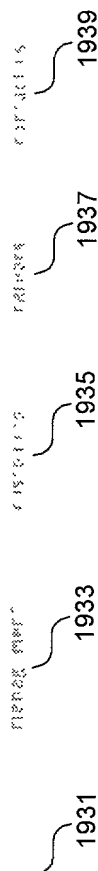
MAIN

SERVICES

COMPANY

MEDIA CENTER

CUSTOMER LOG IN



Our Mission

digimine was born from the experience of our three founders: Niraj Desai, Usama Farooq and Bassem Ghanem. All three Microsoft veterans from different disciplines - data marketing, data mining, and data warehouse operations.


Through their experiences, they realized that the benefits of data warehousing and data mining delivered as a service, would enable businesses to derive the most value from their data, for increased competitive advantage.

<http://www.digimine.com/company/>


Fig. 19L

Fig. 19M

digiMine Executive Bio: Bob Bolan



[Home](#)
[About](#)
[Services](#)
[Company](#)
[Media Center](#)
[Customer Log In](#)



Bob Bolan, Esq.
Vice President of Legal Affairs

Management

Bob Bolan is the Vice President of Legal Affairs at digiMine, Inc. He has over 15 years of legal experience, including 10 years as a partner in a law firm. He is a member of the New York State Bar Association and the American College of Trial Lawyers. He has been a frequent speaker at legal seminars and has authored several articles on legal topics. He is currently representing digiMine, Inc. in various legal matters.

Fig. 19N

Careers

Welcome to digimine. We're a young, well-funded company with huge potential. We're industry veterans with a wealth of marketing, product development and research experience. We have held leadership positions at Microsoft and NASA. About us, we have built and managed dynamic, successful organizations. We also have an equal impressive roster of backing us.

1953

At digimine, you'll have the chance to spread your entrepreneurial wings and soar. A big the way you'll use our skills and knowledge to help digimine reach new heights. In return for your hard work, you'll enjoy an industry-leading compensation package that includes stock options. So, if you're an ambitious, successful, and achievement-driven company.

digimine is a passionate group of people. We're passionate about creating revolutionary data mining and data warehousing technology. We're passionate about delivering great customer service. We're passionate about winning. And we're passionate about building a workplace where you have real opportunities to contribute to our success and receive generous rewards for your hard work.

Check out our career opportunities and see why our Silicon Valley angel investor called us "the hottest startup ever to come out of Seattle."

1950

Fig. 190

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Career Opportunities

digitalMine is looking for talented candidates and we usually have more than one opening in any of the following areas. Click on your area of interest to see current profiles and job descriptions

Research and Development

Quality Assurance and Test

Operations and Data Center

Sales and Marketing

Finance, General and Administration

Legal 1952

1951

To apply, please send your resume (in Microsoft Word format) to jobs@digimine.com. Please be sure to reference the job for which you are applying. Agencies and headhunters, please do not submit candidates through the web

Fig. 19P

Careers

Legal Positions

[« job categories](#)

Corporate Attorney - Intellectual Property

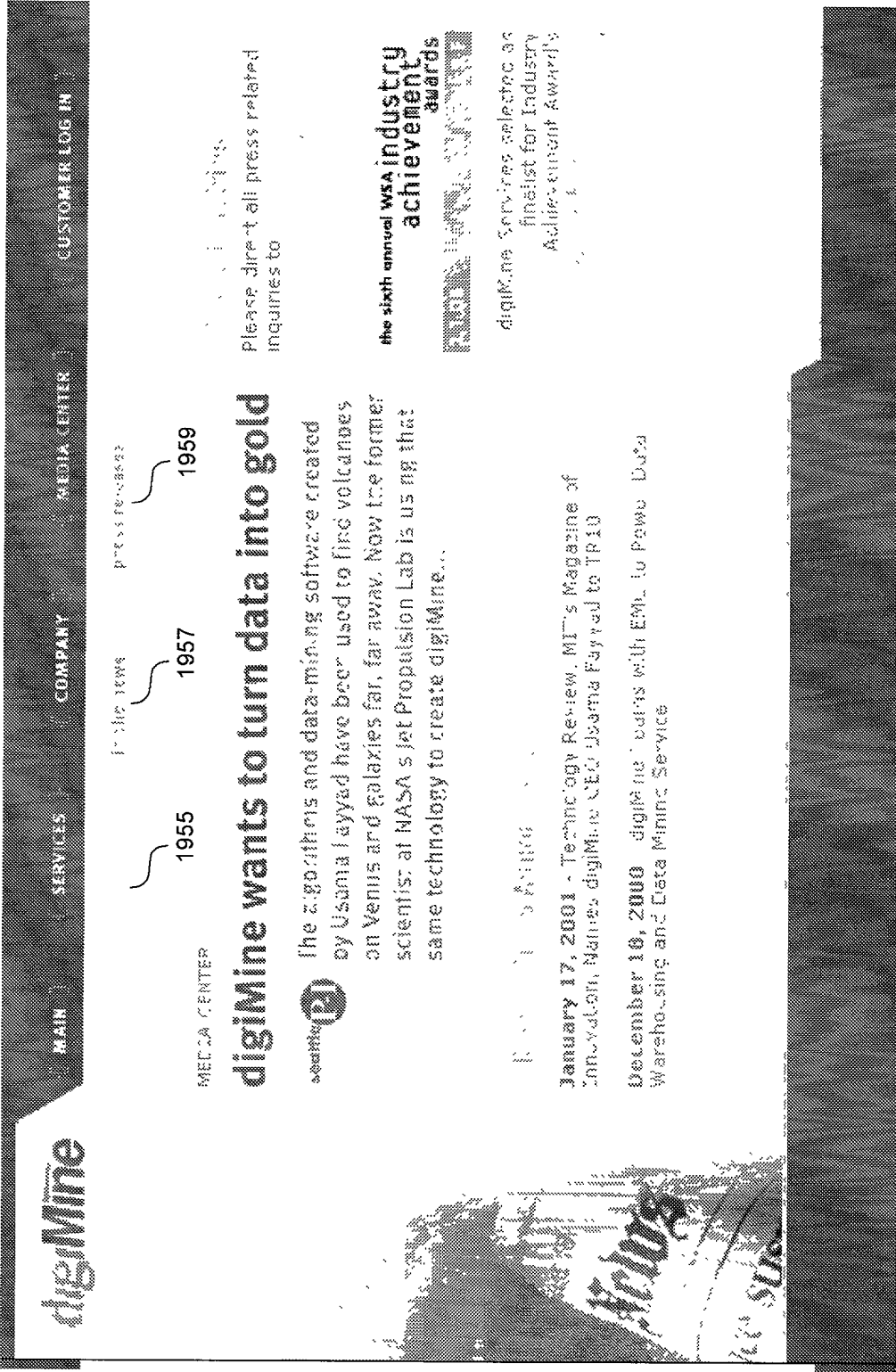
Responsibilities

- Principal responsibility for management of all patent procurement and conflict matters
- Review ideas for strategic importance and patent viability.
- Work closely with outside counsel to develop claim scope and prosecution strategy, and supervise them throughout the process
- Analyze third party patents and determine best resolution, including licensing, product modification and liability studies.
- Counsel development and business clients on patent-related issues.
- Provide support for patent litigation.

Requirements

- Excellent academic credentials
- 5+ years experience in patents required, including preparing and prosecuting patent applications, opinion work (invalidity/non-infringement), licensing, and/or litigation
- Significant computer industry experience highly desirable.
- Advanced technical degree a plus

Fig. 19Q



digiMine

MAIN SERVICES COMPANY MEDIA CENTER CUSTOMER LOG IN

1955 1957 1959

press release

digiMine wants to turn data into gold

The algorithms and data-mining software created by Usama Fayyad have been used to find volcanoes on Venus and galaxies far, far away. Now the former scientist at NASA's Jet Propulsion Lab is using that same technology to create digiMine...

the sixth annual WSA industry achievement awards

digiMine Services selected as finalist for Industry Achievement Award

January 17, 2001 - Technology Review, MIT's Magazine of Innovation, Names digiMine CEO Usama Fayyad to TP10

December 10, 2000 digiMine partners with EML to Power Data Warehousing and Data Mining Service

<http://www.digimine.com/mediacenter/>

Fig. 19R

20200903 09:50:05

digimine Press Releases

1909

digimine

MAIN | SERVICES | COMPANY | MEDIA CENTER | CUSTOMER LOG IN

19090903 09:50:05

MEDIA CENTER

Press Releases

January 17, 2001

December 16, 2000

October 30, 2000

October 26, 2000

October 3, 2000

September 18, 2000

September 11, 2000

August 15, 2000

May 25, 2000

April 3, 2000

1956

<http://www.digimine.com/mediacenter/pressreleases.htm>

Fig. 19S

digimine Customer Login

digimine

[MAIN](#)
[SERVICES](#)
[COMPANY](#)
[MEDIA CENTER](#)
[CUSTOMER LOG IN](#)

Customer Log In

Welcome. Please enter your case-sensitive User ID, Password, and Company.

user name

password

company

Submit

1960

[Click you forget your password? Please](#)
[your account manager.](#)

<https://insight.digimine.com/>

1920

Fig. 19T

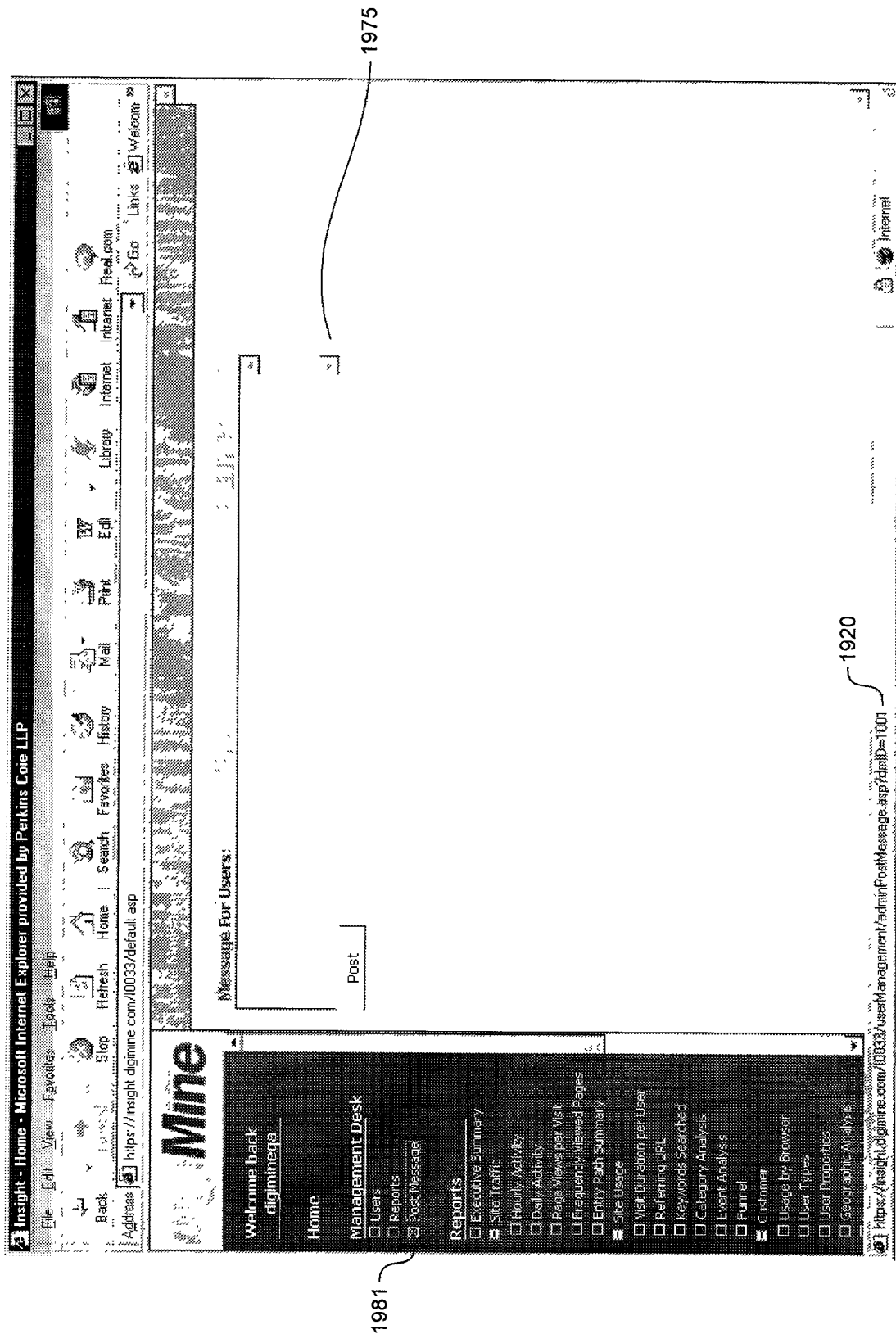


Fig. 19V

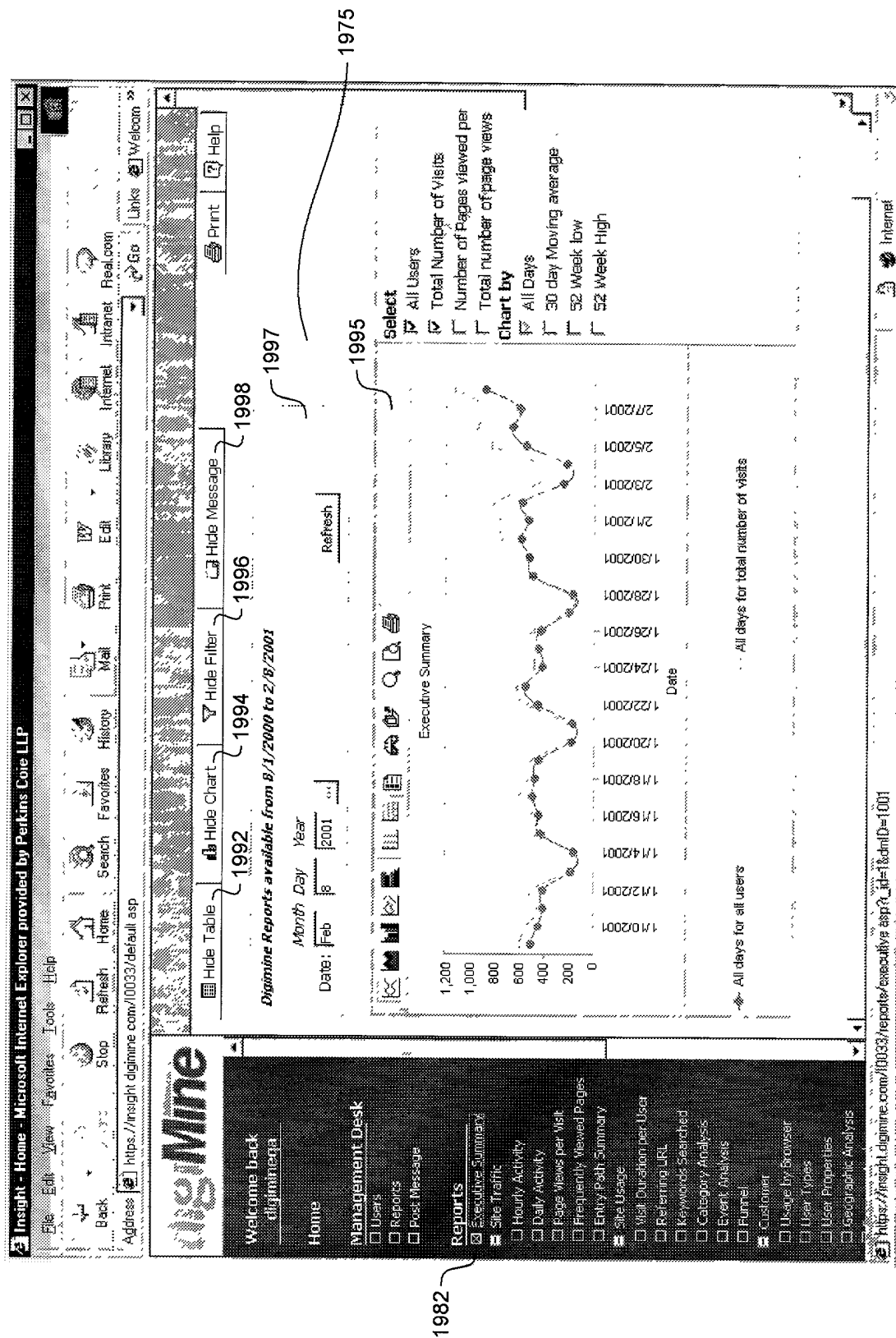


Fig. 19W

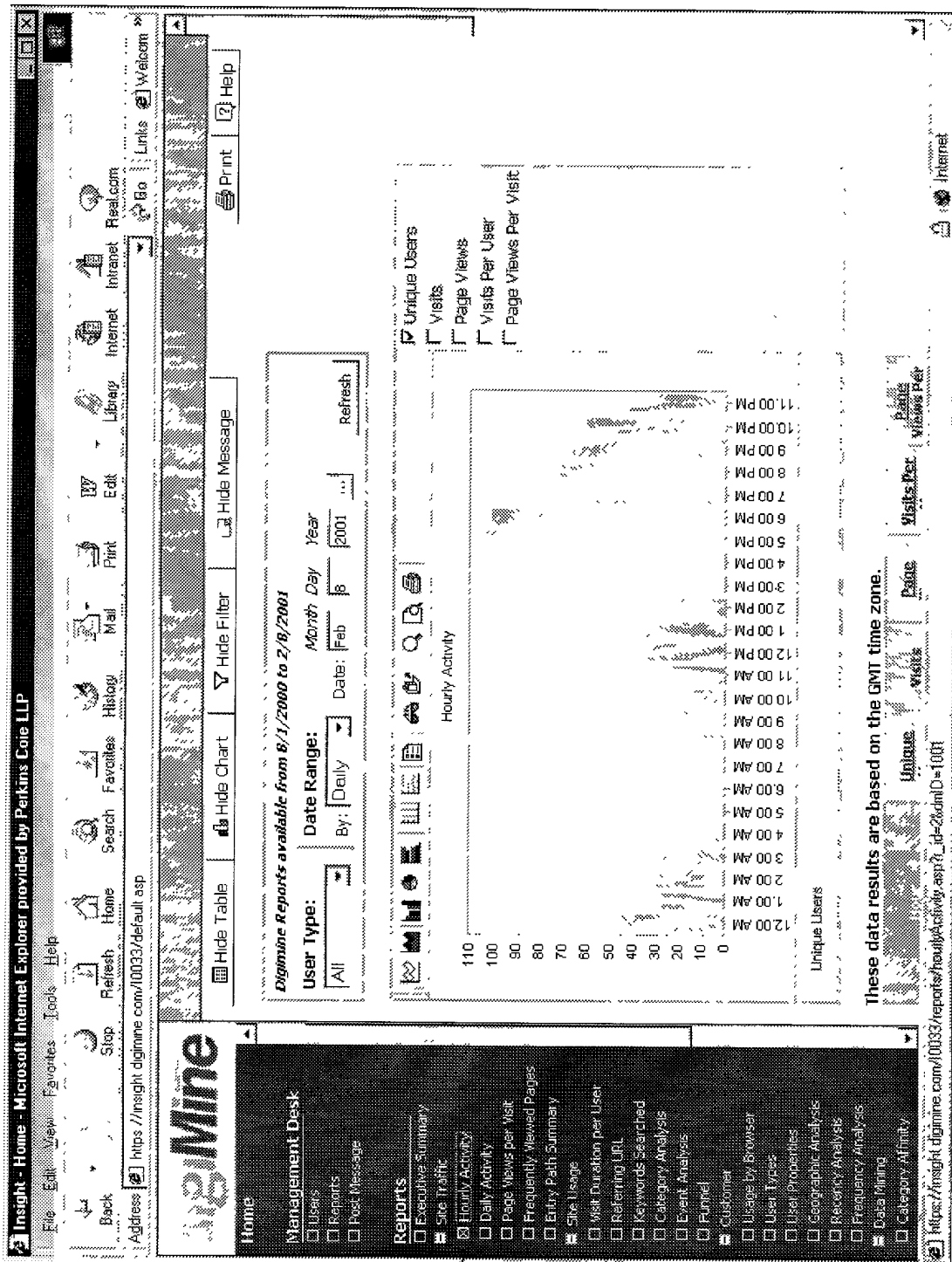


Fig. 19X

Fig. 19Y

Fig. 19Z

Example Hierarchical Category Selection

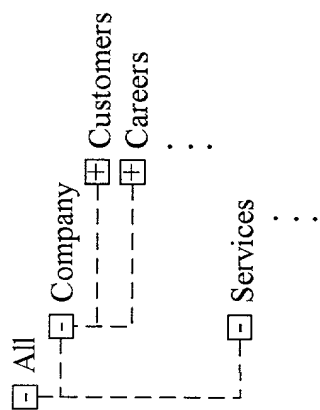


Fig. 19AA

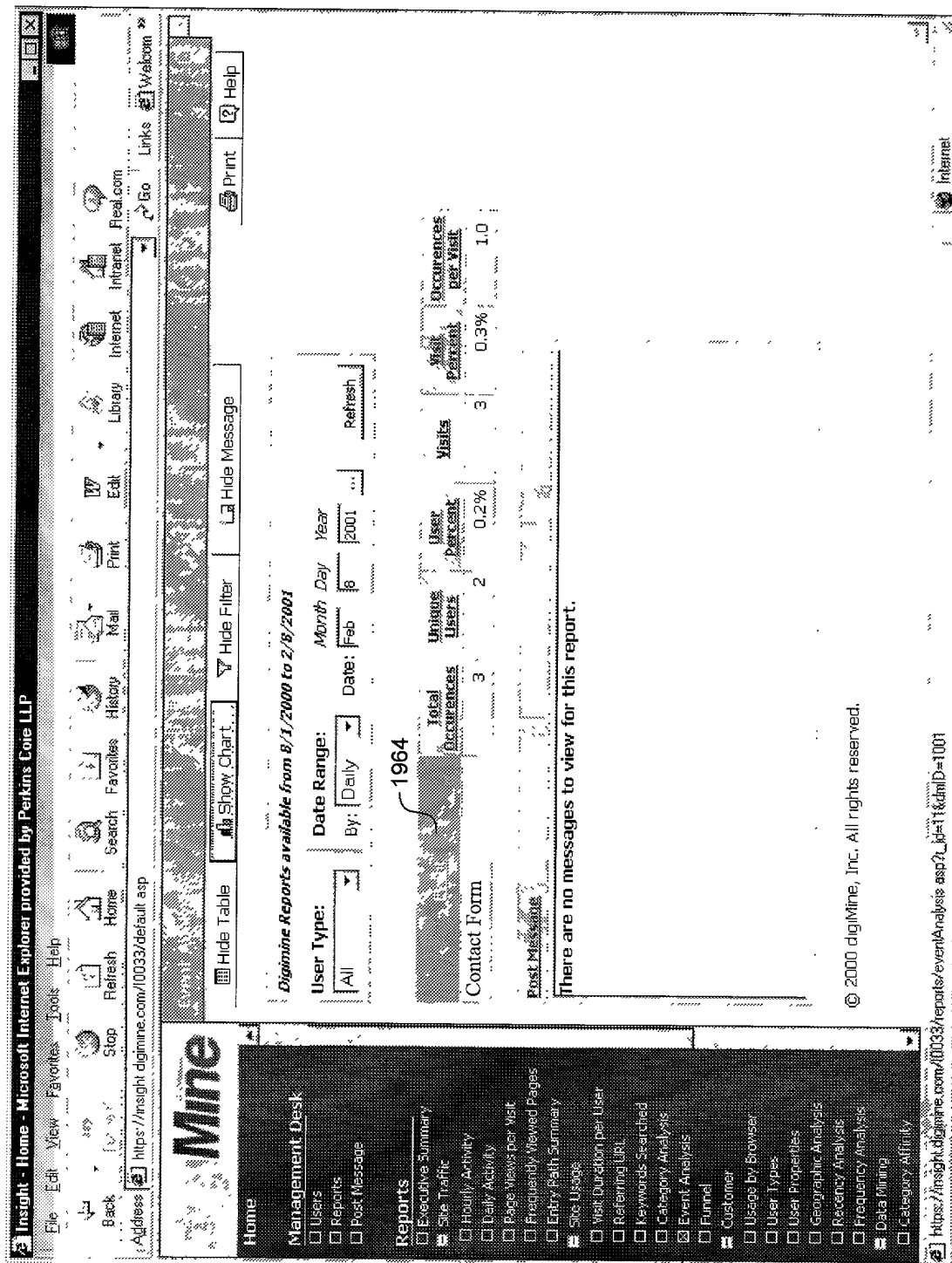


Fig. 19AB

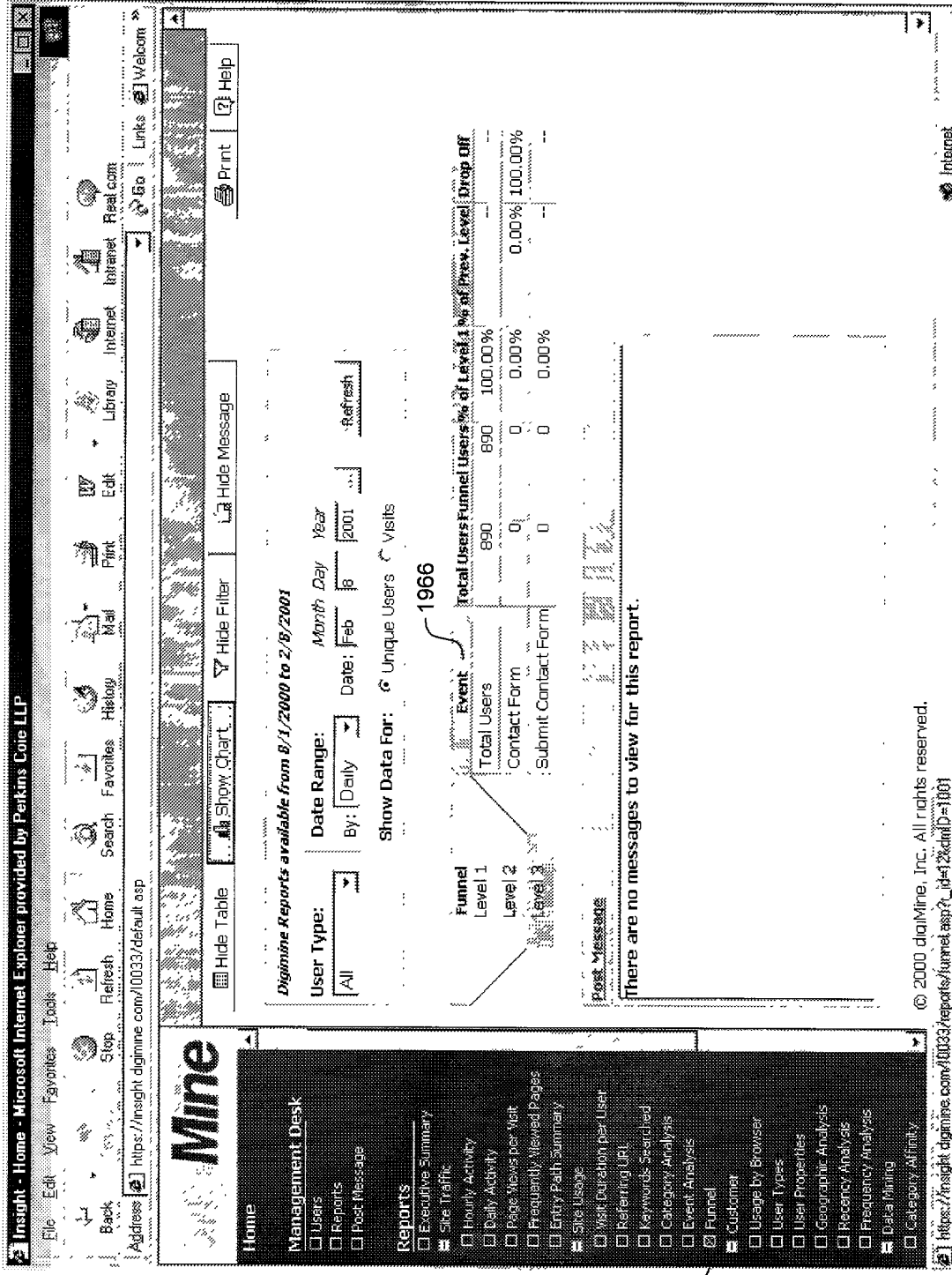


Fig. 19AC



Fig. 19AD

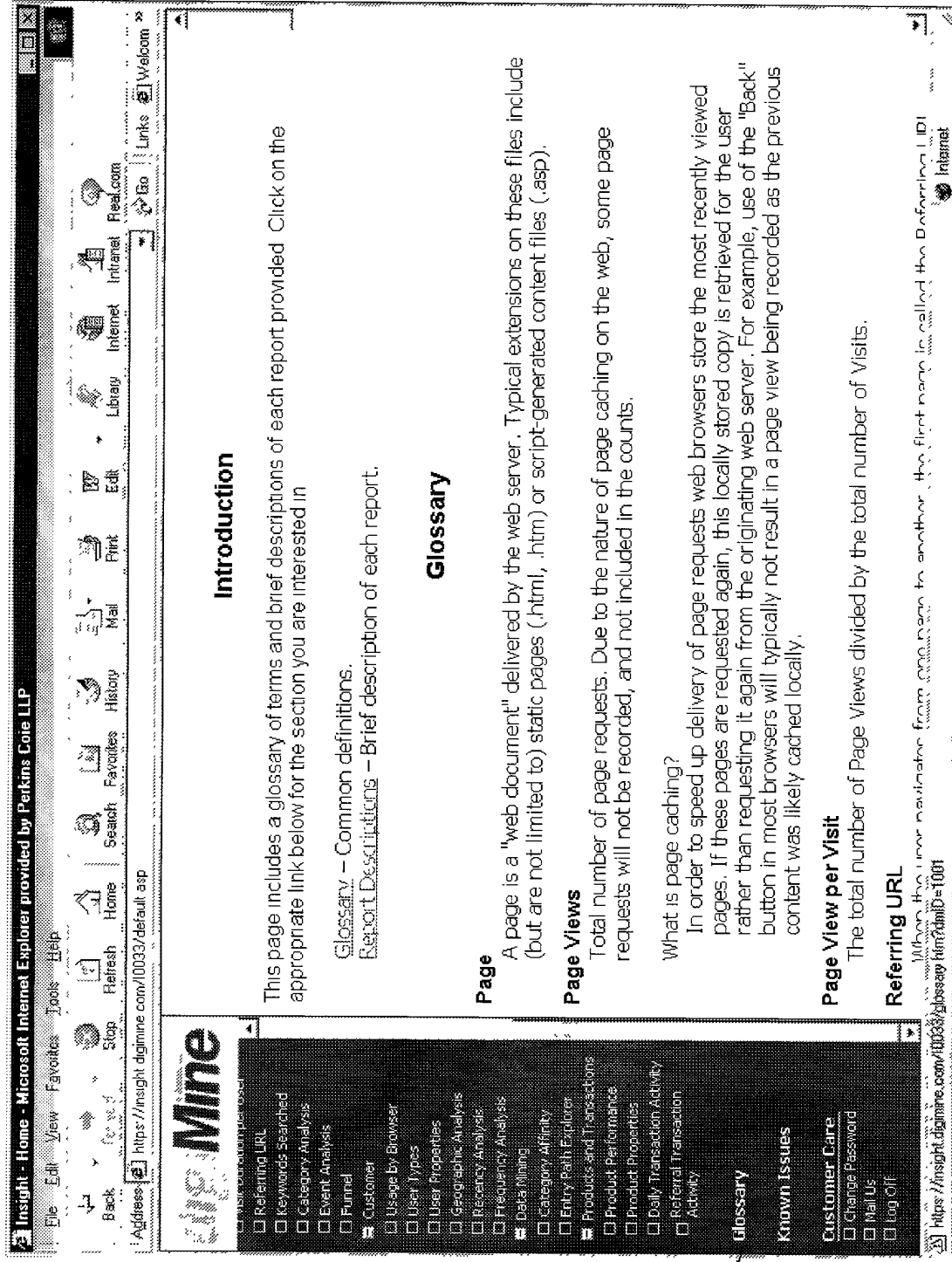
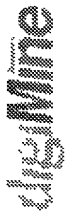


Fig. 19AE



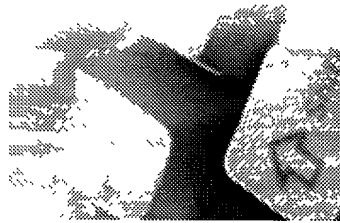
Overview

digimine is setting new standards in the delivery of advanced analytics, data warehousing and data mining for eBusinesses. As an application service provider (ASP), we deliver a comprehensive and affordable solution that is quick to deploy and easy to use.

What truly sets digimine apart from the competition is our ability to go far beyond today's web reporting services by using the most powerful data mining and personalization tools. By applying high-end data mining algorithms to the full range of click stream, user registration, product catalog, campaign and transaction data, we provide you with the most relevant business intelligence. And we enable you to take action with precision and speed.

digimine's SM I Services include:

- { 1. [digimine Warehousing Services](#) ~ 1912
- { 2. [digimine Analytic Services](#) ~ 1914
- { 3. [digimine Data Mining Services](#) ~ 1916
- { 4. [digimine Data Generation Services](#) ~ 2005



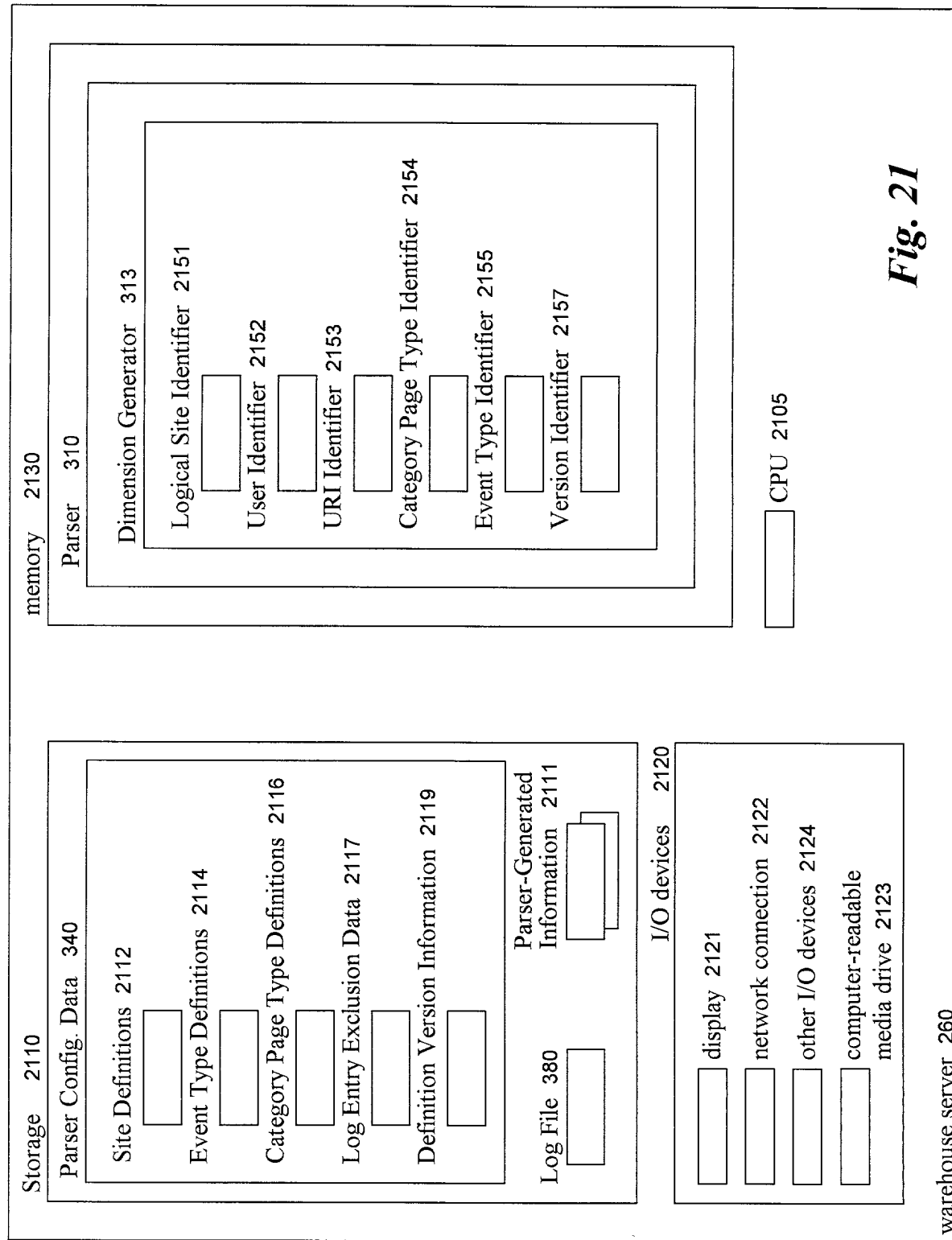


Fig. 21

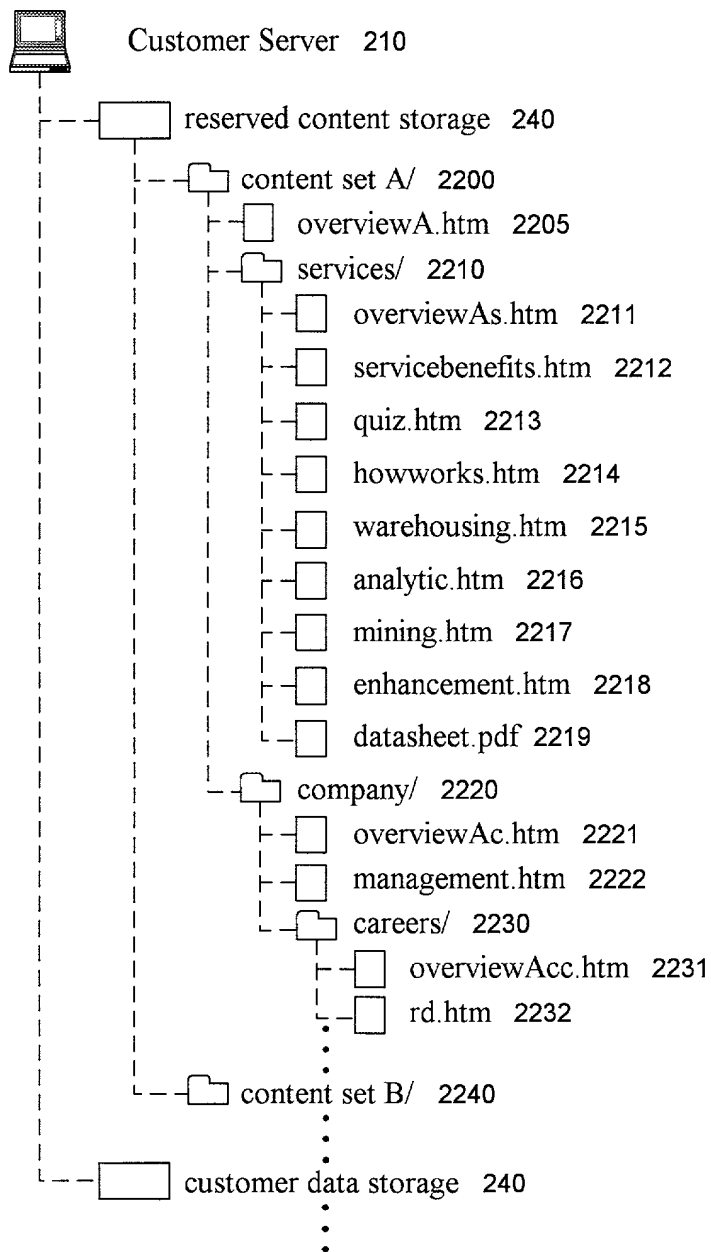


Fig. 22A

Content Set A

Category Hierarchy Table 2250

Category 2251	ID 2252	Category Parent 2253
Services	1	—
Company	2	—
Media Center	3	—
Analysis	4	—
Service Benefits	5	1
Take the Quiz	6	1
⋮		
Careers	20	2
⋮		
R&D	30	20
QA	31	20
⋮		

Content Set A Content Category Table 2260

Content 2261	Category Page Type Definition ID 2262
overviewA.htm	—
overviewAs.htm	1
servicebenefits.htm	1
⋮	
rd.htm	30
⋮	

Fig. 22B

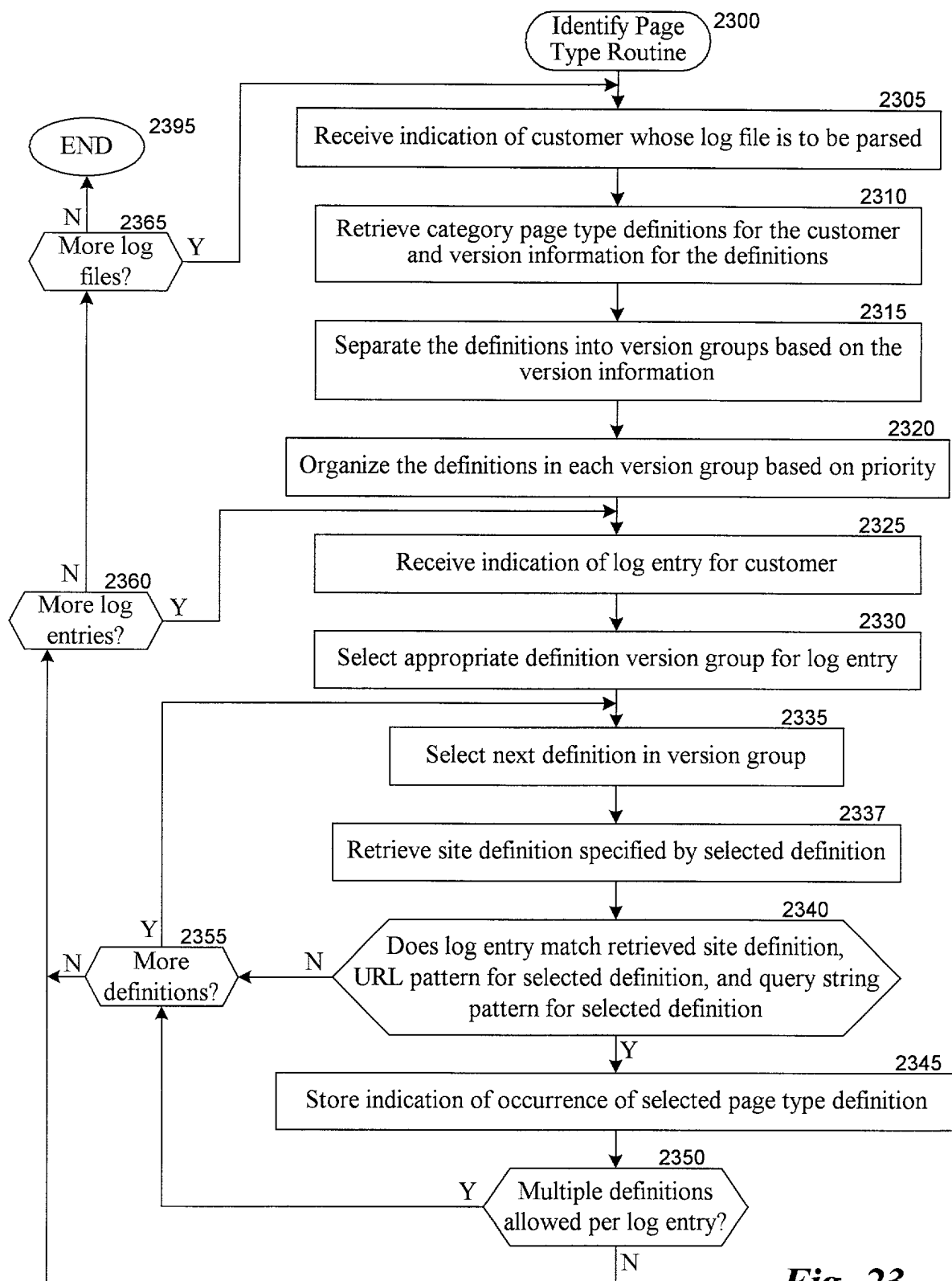


Fig. 23

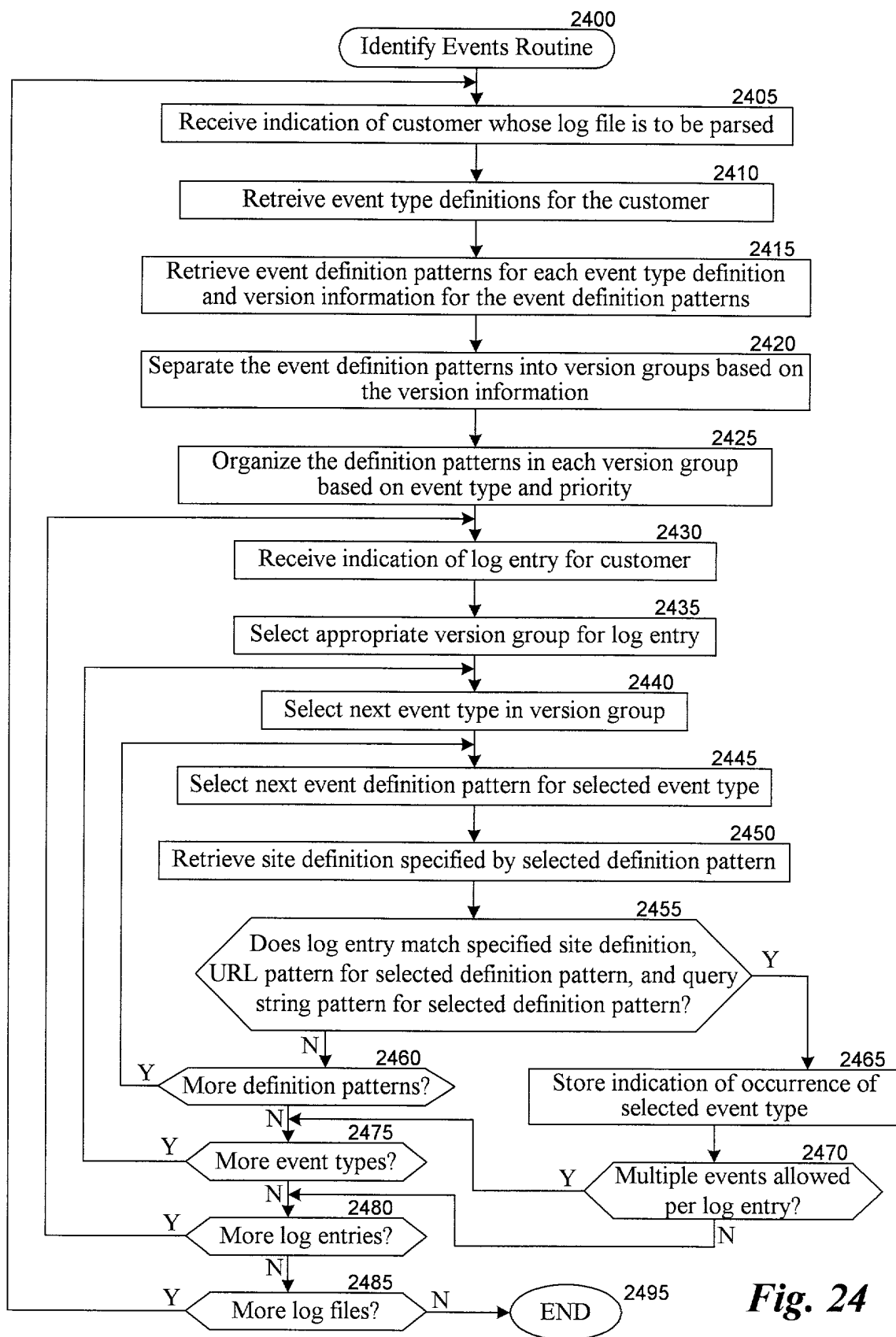


Fig. 24

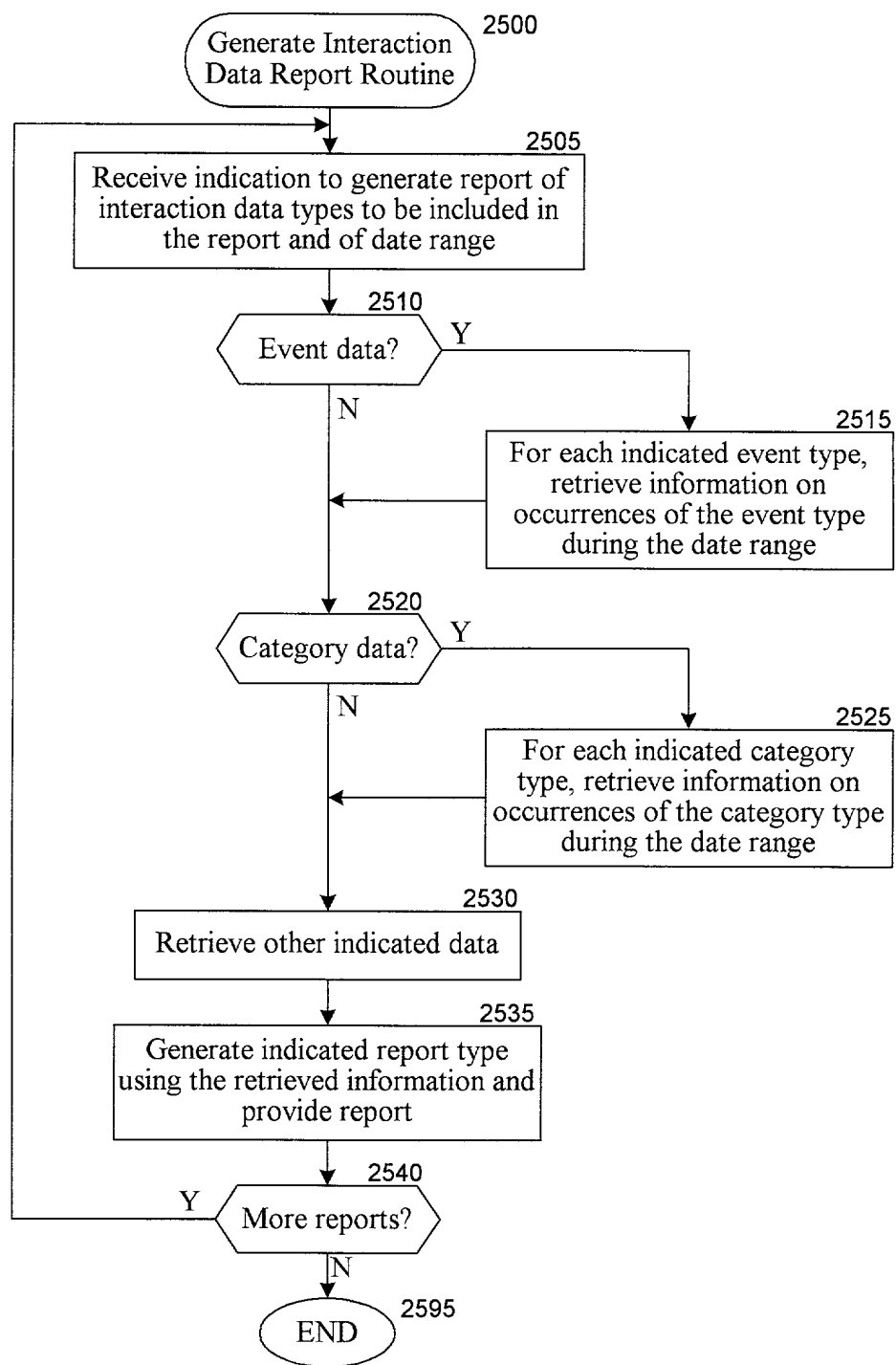


Fig. 25

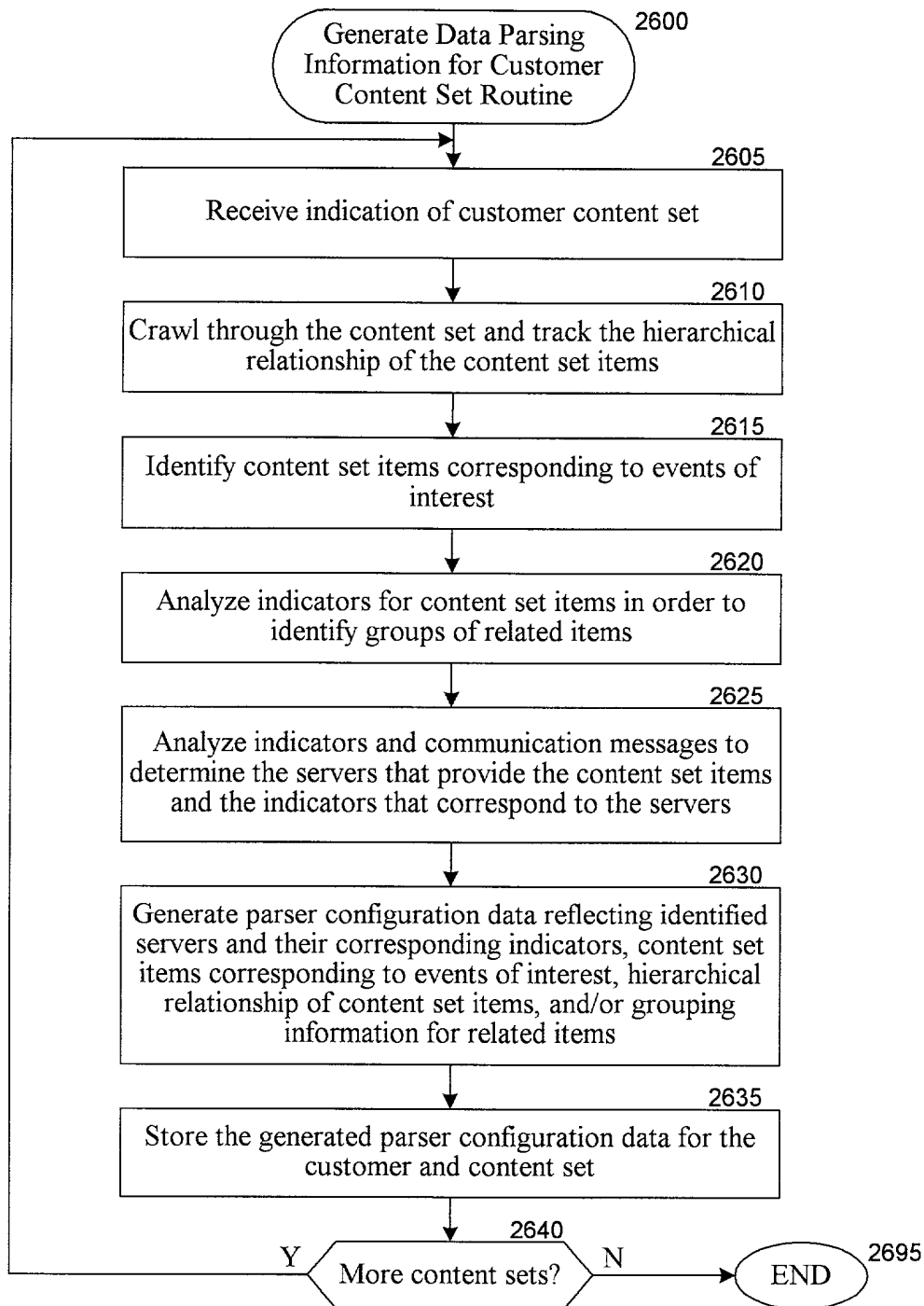


Fig. 26

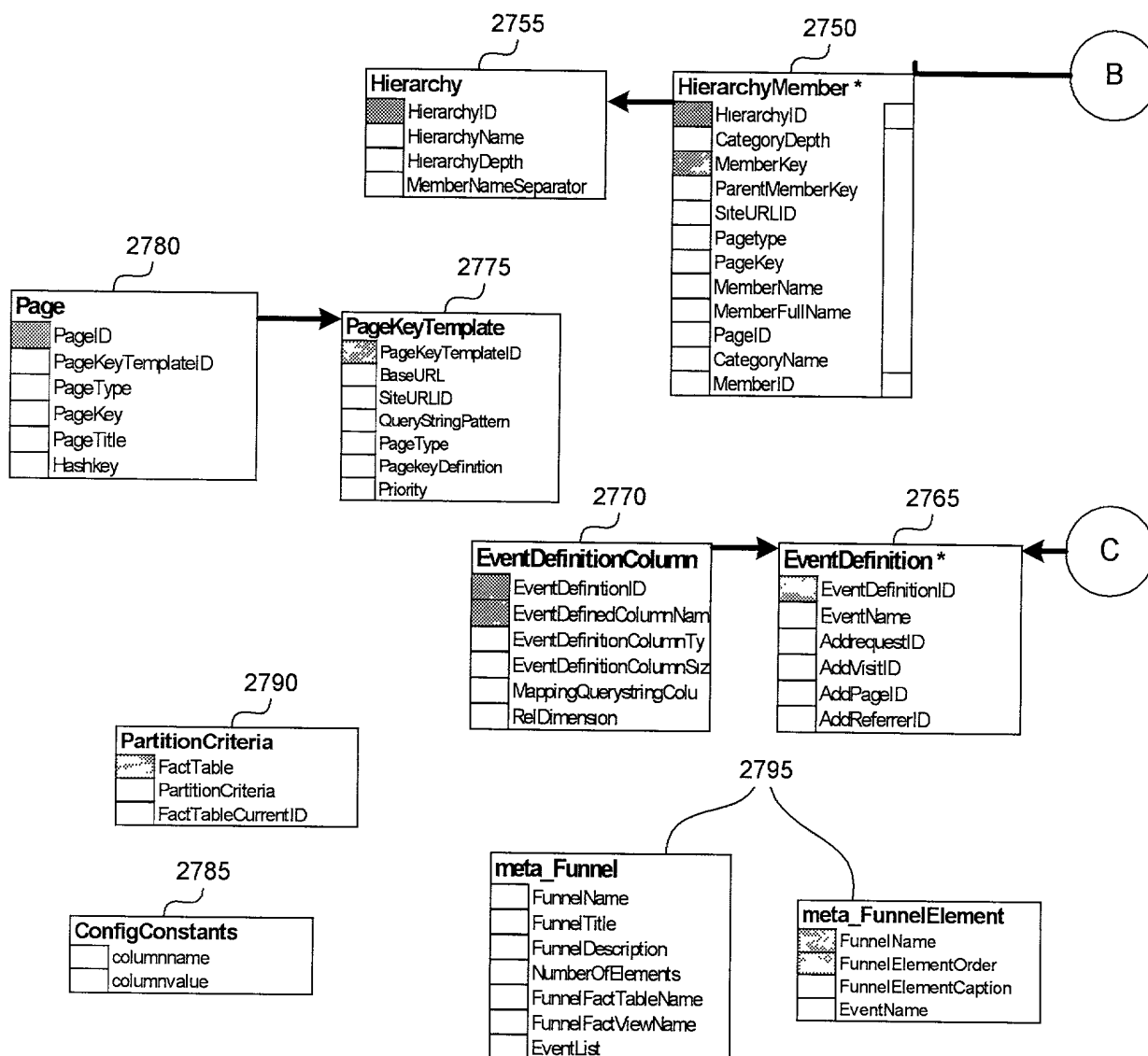


Fig. 27B

